

The NATIONAL UNDERWRITER

Life Insurance Edition

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Agents' Association Holds Sixtieth Annual Meeting

Here—where strength has meant safety—and where financial management for nearly 80 years has been a boon to policyholders and beneficiaries—the Sixtieth Annual Meeting of the Association of Agents convened in July.

Perhaps no finer tribute to the performance of Home Office and field alike could be penned than that over a thousand field representatives, with loyalty and gratitude uppermost, came to the meeting at their own expense.

Those participating in and actively responsible for the planning and execution of the program have produced over 100 million of business for The Northwestern. Thus, in a practical program—tuned to present day field conditions—selected field and Home Office speakers made it clear by example, by demonstration, by explanation, and by exemplification, exactly "what it takes" to achieve permanent success in life underwriting.



The assets of the Northwestern Mutual, as reported to state insurance departments, now total a billion dollars—a great estate administered for the mutual welfare and protection of more than 600,000 policyholders with three billion seven hundred million of insurance in force.

FRIDAY, AUGUST 21, 1936

MORE MONEY PER APP---

Jefferson Standard agents know they are writing "quality business."

August 1936 marks the Company's 29th Anniversary. Celebrating the occasion, the Agency Department has placed in the hands of each repre-

sentative a plan that produces good clean business.

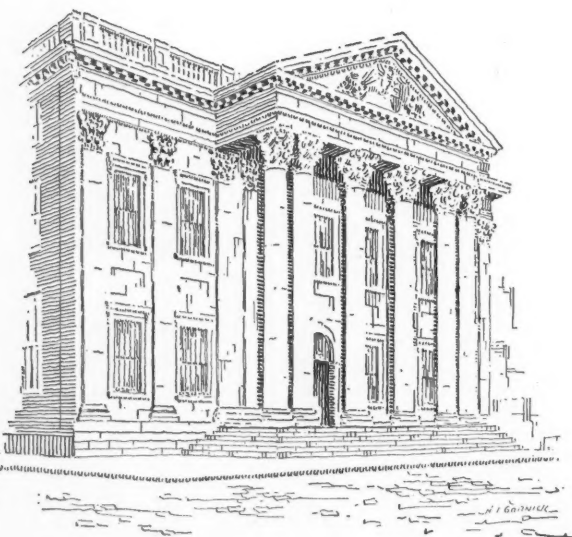
The Application Rating Card is the basis of the August Anniversary Campaign plan. It directs the agent in his prospecting and selling, resulting in increased earnings per application.

A. R. Perkins, *Agency Manager*



Jefferson Standard Life Insurance Company

JULIAN PRICE, President
GREENSBORO, NORTH CAROLINA



Bank of Stephen Girard

BANKER

When in 1811 the first Bank of the United States was refused a new charter by Congress and was obliged to discontinue its operations, Stephen Girard purchased its property and assets and organized his own bank. Skillfully and soundly, in the face of opposition and the financial confusion of the War of 1812, he developed it to a position of strength and importance in the nation. Years later, in accordance with his Will, the business of the Bank of Stephen Girard was brought to a close. To fill the need thus created, a new Girard Bank was immediately formed and the building of the Bank of Stephen Girard was rented to house it. In that same building, as the Girard National Bank, it continued until recent years.

GIRARD LIFE

INSURANCE COMPANY OF PHILADELPHIA

Opposite Independence Hall

This advertisement is fifth of a series

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The NATIONAL UNDERWRITER

Fortieth Year—No. 34

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, AUGUST 21, 1936

\$3.00 Per Year, 15 Cents a Copy

Provident Mutual Club in Convention

Producers and Home Office Men
Attend Gathering at Banff
Springs

COMPANY'S GAINS NOTED

President M. A. Linton Brings En-
couraging Message on Returning
Prosperity—Many on Program

At the 1936 convention of the Provident Mutual Leaders Club in Banff, Alberta, President M. A. Linton brought an encouraging message of returning prosperity and improved business conditions. "We are witnessing the operation of forces which rout depressions," Mr. Linton said. "Depreciation of property and machinery and the pent up desire to enjoy life that has been stifled by the depression are building up a demand for goods that is finally breaking down all barriers. While increased life insurance sales may not immediately follow the flood of spending, we can anticipate an eventual stimulation of sales as a result."

Company Shows Gains

The company's business shows a substantial gain of \$4,000,000 of insurance in force so far this year, and extensive improvements have been noted in investment and conservation. Mortgage loans in foreclosure have declined 49 percent since the peak. Lapses are 56 percent better than during the first half of 1932, which was the bottom year of the depression. Mr. Linton further stated that although bonds in default have offered no serious problem, the low interest return on conservative investments is a matter of concern.

In discussing the political situation Mr. Linton pointed out that both major parties have promised to balance the budget and that the likelihood of a more conservatively minded congress indicates a check upon further inflationary movements.

The convention was opened by a luncheon. Franklin C. Morss, manager of agencies, installed the officers of the club and turned the meeting over to C. Vivian Anderson, Cincinnati, president of the club and former president of the National Association of Life Underwriters. Greeting was extended by George N. Quigley, Denver, president General Agents Association. Henry Bossert, Jr., manager agency research department, made awards to 57 club members who had maintained outstanding records for conservation during the last year and a half. Mr. Bossert paid special tribute to President Anderson, whose average lapse rate has been 1 1/2 percent for the last 10 years.

Two plays and several interesting addresses featured the Wednesday morning program. The plays were pro-

(CONTINUED ON PAGE 10)

Executive Changes Made by Equitable Life, Des Moines

SWISHER NOW AGENCY HEAD

McCankie in Full Charge of All Under-
writing—Dr. Simmons New
Medical Director

The Equitable Life of Iowa announces important changes in the head office executive personnel following the retirement of several senior officials.

Stephen A. Swisher, Jr., becomes superintendent of agencies in executive charge of the agency department.

R. C. McCankie, associate actuary and for many years head of the policy division, will be the responsible administrative officer in full charge of all underwriting activities.

Dr. R. R. Simmons succeeds Dr. F. L. Wells as medical director and will serve as medical adviser to the risk committee.

Hunter's Enlarged Function

R. G. Hunter, vice-president and actuary, in addition to his duties as actuary in charge of the entire insurance department, will serve as chairman of the risk committee.

The agency department will be divided into four sections. The service section will continue under the management of A. S. Anderson and the contract section under G. M. Brandt, auditor. In addition, two new divisions are created, the field section and the agency finance section.

E. E. Cooper has been given the title of agency assistant and has been placed in charge of the field section.

L. T. Miller becomes head of the agency finance section.

The purchasing section of the agency department has been merged with the service section.

Ray E. Fuller, assistant superintendent of agencies, will continue to devote most of his time to field organization work and will assume greater responsibilities in the general direction of the sections of the department.

Swisher's Career

Mr. Swisher started with the Equitable in 1919 following the war. He soon was made head of the service section and developed sales aids and advertising material that won recognition. In 1921 he was made assistant secretary and in 1929 agency secretary. In 1932 he was made assistant superintendent of agencies. He has just completed a term as president of the Life Advertisers Association.

Mr. McCankie has been with the Equitable since 1920. He is serving his second term as president of the American Institute of Actuaries.

Dr. Simmons joined the Equitable as assistant medical director in 1927. Previously he had been a staff member of the Mayo Brothers Clinic at Rochester, Minn., and before that was a director of the Medical Laboratories of the Iowa Methodist hospital at Des Moines. He is editor of the Iowa State Medical Journal.

The office of cashier has been dis-

(CONTINUED ON PAGE 10)

Line Up Several Speakers for Millionaires' Parley

SEEFURTH WILL BE FEATURED

Vivian Anderson, Wallace King, A. C.
Bayless Also Scheduled to Make
Round Table Appearance

In the last few years, the sessions of the million dollar round table during the convention of the National Association of Life Underwriters have been somewhat formalized. That is, certain persons were assigned to be ready to speak on definite subjects rather than to have the discussion entirely extemporaneous. Harry T. Wright of the Equitable Life of New York in Chicago, chairman of the round table, has arranged for the appearance of several headliners during the round table session in Boston. Nathaniel Seefurth of Chicago, the well known tax expert, will attend and will talk for about an hour in the morning and again for an hour in the afternoon. Mr. Seefurth conducted one of the seminars last year at the National association convention and he talked at the round table. There is much interest in his material.

C. Vivian Anderson to Speak

C. Vivian Anderson, Provident Mutual Life, Cincinnati, past president of the National association, has been assigned to give a talk on settlement options. A. C. Bayless, Southland Life, Houston, will speak for about 15 minutes on advertising. Another speaker will be Wallace H. King, Mutual Benefit, Lima, O. President Lester Schriver of the National association, Vice-president A. E. Patterson, Program Chairman W. M. Duff and Paul Clark, head of the Boston local arrangements, have agreed to appear at the round table and bring greetings. Mr. Wright is arranging for still other speakers.

The three-day outing for the millionaires at Oyster Harbor, Oysterville, Mass., prior to the opening of the convention, promises to be a popular event. Jack Lauer, Penn Mutual, Cincinnati, who is now in England, will have a

(CONTINUED ON PAGE 10)

Joe Futz of 84, Pa., Now Opens Life Department

EIGHTY-FOUR, PA., Aug. 20.

—Joseph Futz, the enterprising fire and casualty insurance agent here, announces that he has opened a life department in his agency. He believes there is a great future for the life insurance business and for the life underwriters of the right type. Mr. Futz last week gave a watermelon picnic for his policyholders at Feibig's Grove and as he saw them gathered together he suddenly realized that he was overlooking a vast reservoir of business by not having a department to look after the life values of his clientele.

Give Aetna Men New Conception

Estate Control Plan Outlined at
Hot Springs Regional
Meet

SCIENTIFIC, PRACTICAL

Prospect Is Caused, Figuratively, to
Look Over Shoulder of His Executor
—Whatley Reports Gains

By C. M. CARTWRIGHT

HOT SPRINGS, VA., Aug. 20.—The most important announcement made at the eastern regional agency meeting of the Aetna Life leaders here this week was a new estate control plan worked out scientifically and practically. The thought prevails that, after all, one of the biggest jobs a life salesman has is to build a clientele sufficiently large and with adequate buying power so that he can produce that volume that will give him income enough to maintain a comfortable and satisfactory standard of living.

R. B. Coolidge, agency superintendent, in explaining the plan, asserted an agent each year should be able to write the volume he sets as a goal a bit more easily, naturally and pleasantly than the year before. To do this he must adjust his sales methods to build clientele. The Aetna Life plan aims to give a salesman an approach that will meet with response. No attempt is made to sell on the first interview.

Views Executor's Problem

The agent aims to have the prospect look over the shoulders of his executor so to speak. The prospect names minimum amounts for various demands. The agent then endeavors to cut these amounts. The present insurance is studied to see how it will meet the requirements set by the prospect himself. The agent promises to have the survey made and present it at a subsequent interview.

After the plan has been worked out, the two then discuss the prospect's life problems. In the very start, the agent tells the prospect that his insurance as at present written may not be reaching its highest possibilities. The demonstration of the new plan was made with Mr. Coolidge as the prospect and E. H. Snow, agency assistant, as the agent.

Brainard Gives Welcome

At the first session President M. B. Brainard gave the welcome. A. J. Ostheimer of Philadelphia presided. Vice-president S. T. Whatley, in his address, said that all home office departments are agency conscious. No move of moment is made without studying its effect on the agency end.

In the accident and health department, the first seven months shows an increase of 22 percent in new business. There is

(CONTINUED ON PAGE 11)

Mastery of Languages Helps Chinese Woman C. L. U.

The distinction of being the only Chinese woman Chartered Life Underwriter belongs to Miss Mansie Y. Chung of the Scott agency of the Sun Life of Canada in Chicago. Women C. L. U.'s are comparatively rare and Chinese woman agents are even rarer, the only other one in the United States being also in the Scott agency.

Miss Chung, who received her C. L. U. designation last year, is the wife of Harry K. O'Young, also of the Scott agency. She uses her maiden name in business, however, as she had built up a considerable clientele before her marriage. Miss Chung was born in California and has no trace of a Chinese accent. Except for a slightly more musical quality, her speech is like that of any other educated American. She is a graduate of the University of California at Berkeley, where she studied insurance, but put most of her attention on banking and accounting. These courses were very helpful 10 years later when she was studying for her C. L. U. degree.

6,000 Chinese in Chicago Area

There are about 6,000 Chinese or persons of Chinese descent in the Chicago area and it is among them that Miss Chung does most of her business. She speaks fluently the four principal dialects used by Chinese in this country, although English is really her mother tongue. In fact, it was necessary for her father, who came to this country as a young man, to engage special teachers to instruct her in Chinese. In spite of the advantage of being part of a Chinese household, the mastering of the language of her ancestors was no small task and she says that she would rather tackle the learning of any other language than Chinese. There is considerable similarity among the four dialects she speaks so that they were not four times as hard to learn as one would have been by itself.

Chinese life insurance buyers are very similar to Americans in their reactions. Their principal objection is "no money." The main difference is that the Chinese is not keen for the ordinary life policy, but wants an endowment type of contract, to be sure he will get back the face amount of the contract before he dies. A 20- or



MISS MANSIE Y. CHUNG

25-year endowment is about the longest a Chinese prospect will ever buy. Most of them want endowments running for 10 or 15 years. This desire for short term endowments often result in sacrificing needed protection which could be had with a longer term endowment, but Miss Chung says it is virtually impossible to change the Chinese prospect's determination to stress savings rather than protection.

One Obligation at a Time

Another point where Chinese insurance buyers differ somewhat from Americans is that if they have a prior installment obligation, they will not take on another, no matter of what kind, and there isn't much an insurance agent can do about it. Miss Chung has frequently pointed out that the purchase of life insurance is not like other installment purchases and is even more necessary if there are other obligations. The typical Chinese reply is that he will have to take the chance of living until his first obligation is paid off. After that he has no objection to buying life insurance and frequently does so.

This objection, erroneous or not, is

entirely sincere, Miss Chung believes, and is not just an alibi to put the agent off. The persistency of life insurance written on Chinese is excellent, and if they drop any insurance it is only because they have exhausted every resource. At the same time, it is also undoubtedly true that Miss Chung contributes to the persistency of her policyholders by refusing to sell them more than they can reasonably pay for.

Helps Out as Interpreter

Though she did cold canvassing practically exclusively in her first year in the business, Miss Chung now does virtually none whatever. Her clients are more than willing to help her in her prospecting, for she not only renders them good life insurance service, but frequently helps them out as an interpreter. Even though they have lived in this country many years, many Chinese persons never achieve complete command of English, and consequently Miss Chung's mastery of English and of four Chinese dialects often proves invaluable when an exact understanding of some English letter or document is necessary. For example, a merchant may not understand the exact meaning of the lease on his store. Obviously, it takes more than a crude knowledge of both languages to enlighten him in language that he can understand.

All Miss Chung's forbears and those of her husband as well are from Canton, which is in the southern part of China. In 1933, when the mayor of Canton was in Chicago for the World's Fair, Miss Chung sold him \$30,000 of 20-year endowment. Until then he had only \$5,000 of insurance, which was due to mature within the next two years.

Has Insurance Background

Miss Chung's father was in the general insurance business in Oakland, Calif., for 30 years and after that was in the life insurance business for about 10 years until his death. Miss Chung went into the life insurance business in 1924 in Oakland upon her graduation from the university and went to Chicago in 1927. The fact that the Sun Life does business in China makes it easier to sell its contract to Chinese persons in this country, she has found, for many of them have in their minds the idea of returning to China to spend their declining years.

American Citizens Sales Conference

The American Citizens Life of Columbus, O., will hold a two-day sales conference at Buckeye Lake, O., Aug. 28-29.

Suing for \$552,600 on Policy Lapsed in 1854

NEW YORK, Aug. 20.—Suit to collect \$552,600 has been brought by Mrs. Carol C. Soper against the Connecticut Mutual Life on a \$5,000 life insurance policy issued in 1848 to her grandfather, Isaac Munroe Chubb. She contends that payment was never made after her grandfather's death and bases her claim on what the policy would now be worth with dividends and compound interest. The company holds the assured allowed his policy to lapse two years before his death and has its records to prove the date. Clark & Baldwin, attorneys for the company, point out that even if Mrs. Soper could claim 80 years interest at 6 percent, it would only amount to \$24,000, as compound interest is not allowed by law.

Florida Was Forbidden Territory

The 90-year-old records of the Connecticut Mutual show that the policy of Isaac Munroe Chubb was allowed to lapse July 19, 1854, and Mr. Chubb died two years later. In the Oak Hill Cemetery at Washington, D. C., there is a grave with a tombstone bearing his name and the following words: "Died Easter Sunday, March 23, 1856, in Jacksonville, Fla." Under the terms of the policy the assured was forbidden to travel south beyond the boundaries of Kentucky and Virginia between the months from May 1 to Nov. 1. Just when Mr. Chubb went to Florida and what, if any, bearing that fact had on his allowing the policy to lapse is not known.

Error in Copying

Records of the company indicate that the policy lapsed July 19, 1854, and the record on the tombstone in Washington is sufficient evidence of Mr. Chubb's death in 1856. The difficulty apparently lies in the fact that when Mrs. Soper first wrote the Connecticut Mutual regarding the matter and asked when the policy lapsed, a mistake was made in the reply to her. As previously stated the records show the policy to have lapsed in 1854. Because of the faded ink and the old-fashioned style of writing figures, the "4" appeared to be a "6." On further examination under a magnifying glass the date was found conclusively to be "1854" and Mrs. Soper was advised of the error made in the reply to her letter. Nevertheless, suit was brought and the case is now pending in federal court, New York City.

HOME OFFICE EXECUTIVES AT AETNA LIFE PARLEY



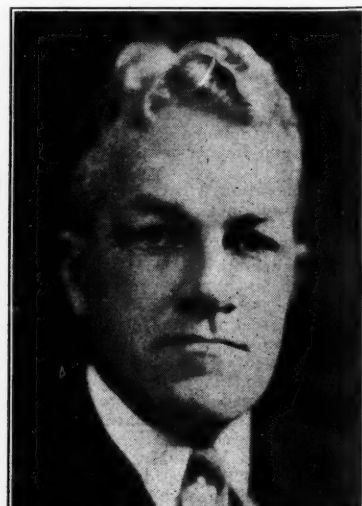
M. B. BRAINARD



E. E. CAMMACK



S. T. WHATLEY



J. B. SLIMMON

The home office contingent at the Aetna Life regional conference at Hot

Springs, Va., this week was headed by President M. B. Brainard. Others from

the head office were: S. T. Whatley, vice-president and chief agency execu-

tive; E. E. Cammack, vice-president and actuary, and J. B. Slimmon, secretary.

Court to Reopen the Case Involving Pacific Mutual

CHIEF REASON FOR ACTION

Latest Developments in the Effort to Reorganize the Company and Save Policyholders

Commissioner Carpenter of California found it desirable to reopen the Pacific Mutual liquidation case entirely and so petitioned Superior Judge Willis at Los Angeles to declare the old company in liquidation and make him liquidator. Superior Judge Edmonds ordered the liquidation of the old company and appointed Mr. Carpenter as liquidator on July 22. Commissioner Carpenter felt it desirable to file the new petition because Judge Willis reopened the entire case last week to avert the question as to Judge Edmonds' qualification to act. Judge Edmonds is a life insurance policyholder in the Pacific Mutual. A hearing on the new petition was set for late this week.

Powers Resigns as Chairman

Heman T. Powers of Chicago, who was made chairman of the policyholders' protective committee of the Pacific Mutual, announces that he has resigned. Mr. Powers was at Mackinac Island and was called up over the long distance telephone to see whether he would act. He did not have a real picture of what was intended and said that he would tentatively serve subject to review when he returned to Chicago. On his arrival in the city after investigating the situation he resigned.

Following the resignation of Mr. Powers as chairman of the policyholders' committee at Chicago, R. A. Pick, secretary of the committee, announced that it has been dissolved. He stated that this was due to the fact that the case has been reopened in Los Angeles after it was found that the presiding judge was a policyholder of the company. He also said that there had been a "disappointing response" and "apparent lack of cooperation" from policyholders in Chicago in supporting the program of the committee.

Later a new committee was formed, headed by E. B. Tilton, president Central-Illinois Company. The committee announced that it has retained counsel in Los Angeles and proposes to be represented actively in all ensuing hearings.

Revenue Department Claim

The internal revenue department has income tax claims of \$500,000 against the old Pacific Mutual Life, according to U. S. District Attorney Hall at Los Angeles. Commissioner Carpenter of California stated that the old company had ample reserves set up to care for all tax claims. The government is interested in the hearing in the Pacific Mutual case this week.

The Bank of America National Trust & Savings Association is being represented at the hearing inasmuch as the bank holds stock of the Pacific Mutual as trustee for some of its depositors.

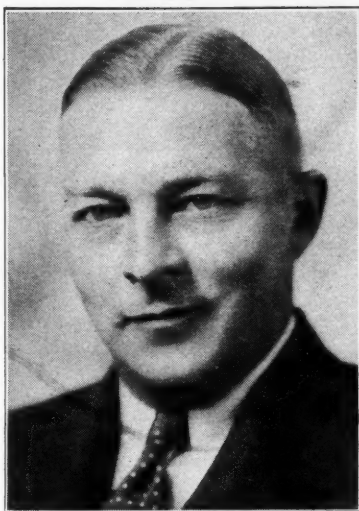
Emmett Aiken, C. E. Fisher, Harold Beeman and C. R. Burrows have been selected as members of the Los Angeles grand jury committee to attend the hearing.

Watches Case Closely

Because of the income tax claim, Eugene Harpole, special attorney for the bureau of internal revenue, requested that in future he be served with documents in the case for information of the government. U. S. Attorney Hall said that Mr. Harpole appeared at his request. George Warren, foreman of the grand jury, announced that he had named a committee to follow the court proceedings relating to the Pacific Mutual.

Pacific Mutual officials state there is no basis for federal investigation of the income tax payments; that the money under contention is set aside in a sep-

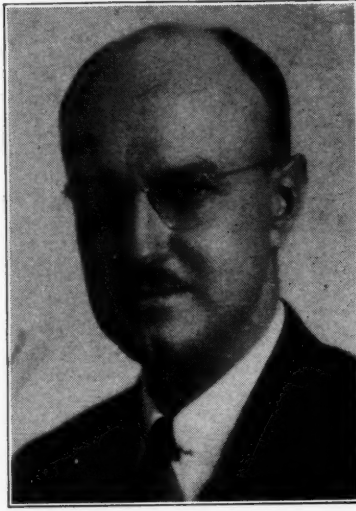
Equitable of Iowa Changes



STEPHEN A. SWISHER, JR.

Stephen A. Swisher, Jr., has now been appointed superintendent of agents of the Equitable Life of Iowa. That appointment was one of several that were made following the retirement of some of the senior executives.

R. C. McCankie, associate actuary, is now made the responsible administrative officer in full charge of all underwriting activities.



R. C. McCANKIE

arate fund available to the government if the old company loses its contentions that the taxes in question are not proper.

Officials, insurance commissioners and attorneys for both the companies also contend that offers of reinsurance from other companies do not promise as good a future for policyholders as the reinsurance plan with the new Pacific Mutual Life and also contend that if these plans were presented to a court for ratifica-

tion they would in all likelihood be rejected.

The stockholders' protective committee of the Pacific Mutual Life, headed by Allan C. Balch, has taken a definite stand in opposition to the plan of rehabilitation. "We feel that the stockholders are the equitable owners of the assets of the 'old' company after all its obligations have been discharged. How-

(CONTINUED ON PAGE 8)

BOSTON IS BUSTLING

Boston's underwriting fraternity at the present time is bustling with preparation for the Annual Convention of the National Association of Life Underwriters, and is putting all of its energy into the ambition of demonstrating that the Hub is the one perfect city in the country in which to hold such a meeting and entertain all who attend it.

The National Association is the national representative of every man and woman throughout the land who brings to our people the story of the collective vast beneficence of life insurance and of its distinctive service to families, to individuals, to businesses, to estates, and to philanthropies. The Association's influence upon Field work has been incalculable, and Home Offices seek and respect its counsel. Each of its annual conventions gives long-lasting momentum to the work, not only of those who attend, but also of those who read the printed reports.

The Penn Mutual joins with other Home Offices in wishing for the Boston Convention fair weather, unity of spirit in all its doings, and a brilliantly successful consummation of all its plans.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Dedication of Home Office Features Acacia Convention

CEREMONY ATTENDED BY 3,500

Agents and Managers Hold Special Educational Sessions—Explain New Policies for Women

By A. R. JAQUA

Four years after Robert E. Lee surrendered at Appomattox, 22 persons petitioned Congress to charter a life insurance society. On the day before U. S. Grant was to deliver his inaugural address Congress granted the charter, and on March 3, 1869, an assessment relief association, that flowered later into the Acacia Mutual Life, came into being.

On August 13 and 14 the Acacia held its annual agents' meeting following the dedication ceremonies of a magnificent new home office building. In attendance were nearly 60 managers and more than 300 sales representatives.

Montgomery's \$75 Job

In December 1893, a young Scotch-Irish emigrant, 6 years in the United States, was offered a job at \$75 a month. The job was to be secretary of a sick and nearly defunct assessment insurance society with less than 800 members, no money in the treasury and the officers and directors ready to give up. That secretary was William Montgomery, new president.

Axiomatic among economists is the saying: "A business is but the lengthened shadow of a man." The shadow-caster in this case, William Montgomery, has good reason to rejoice. In the nearly 43 years of his stewardship he has seen his company go from a sick little local society to a company with the following record:

\$62,000,000 of assets—among the top 12 percent of companies.

Policyholders numbering 120,000 in 40 states.

Premium income through 60 branches sufficient to pay all demands even during each month of every depression year, with a surplus to invest. In 1934, the excess of income over outgo was more than \$4,000,000.

One Employee in 1893

In 1893 there was one employee, housed in one room on the second floor of 419 11th street, N. W., Washington, D. C. Today, the Acacia organization approximates 1,000 persons.

Insurance in force exceeds one-third of a billion dollars.

A mortality average of 48 percent for the five years 1930 through 1934, which Acacia claims is a record among big companies.

William Montgomery is a heavy-set, pugnacious Irishman. He is also a far-seeing, thrifty, idealistic, religious Scotchman. That combination is hard to beat. Always his thought is for those whom he serves—the policyholders. As witness:

Ten years after his appointment, in 1903, the society's charter was amended to provide that legal reserve should be maintained on every policy thereafter. Then came the change to a mutual old line company, maintaining legal reserves. Then it reduced its premium rate to near non-participating rates, then he asked Congress to amend the original charter so that Acacia's service would be available to all instead of just Masons. At this last convention he announced that the Acacia would hereafter accept women and age limits are lowered from age 18 to age 16.

Resisted Stock Proposal

More than once William Montgomery was urged to convert the organization into a stock company—a move that would have made him a wealthy man. Far from doing it, he had the charter amended in 1922 providing "that the company shall forever be conducted for the mutual benefit of its policyholders

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Penn Mutual Has Regional Meet for Eastern Section

COMPANY OFFICIALS HONORED

About 70 Agents Gather at Niagara Falls—President Kingsley Is a Speaker

The Penn Mutual regional convention at Niagara Falls, Ont., was attended by about 70 agency members from Rochester, Cleveland, Cincinnati, Columbus, Huntington and Buffalo. Besides many regional conventions, Penn Mutual holds an annual convention, the next taking place at St. Petersburg next January.

One of the interesting things about conventions of all sorts during the past several years has been the increase in attendance of wives. Ten years ago a wife was a rarity at a convention; today, from one-fourth to one-half of the attending agents are accompanied by their wives and it has become necessary to arrange special events for the entertainment of women visitors.

Many Speakers Heard

The speakers included: Chairman M. R. Miller; William H. Kingsley, president; Basil Weston, M. R. Miller agency, "What an Agent Thinks"; Robert P. Gygli, general agent, Columbus, "Duties of a Supervisor"; Asa Bowser, general agent Buffalo, "Wife Insurance"; Samuel Urso, Sam C. Lawrence agency, "Permanent Selling"; Charles Iredell, general agent Cincinnati, "Summarizing the Session."

Other speakers were: Sam C. Lawrence, general agent Huntington, "Five Factors of Success"; John Pennington, R. P. Banks agency, Cleveland, "Selling Monthly Income"; Henry Casperson, production manager, R. P. Banks agency, "How to Get Results for the New Man"; Henry Wollter, district manager Canton, O., "The Importance of Insuring Lives"; Luther O. Watson, district manager Youngstown, "Selling Endowment Income"; John H. Byrne, associate general agent, Cleveland, "Progress at the Crossroads"; John Manss, general agent Cincinnati, summarizing the convention and introducing A. R. Jaqua, associate editor, Diamond Life Bulletins, "Personal Liberty vs. Financial Security."

Recovers from Two Shocks

Seldom has the continuity of life insurance management been better demonstrated than by Penn Mutual. Twice within six months the company was shaken, once by the death of President Law and second by the death of Vice-president Frank Davis. Both men would normally be considered irreplaceable, but Vice-president William H. Kingsley was elected president and General Agent John A. Stephenson was elected and, impregnable as ever, Penn Mutual continues.

More than 50 years ago "Billy" Kingsley became an employee of Penn Mutual. Since then he has been in every department except the medical and actuarial. In recent years rarely has a Penn Mutual man done an outstanding job in recruiting, training, selling or supervising that he has not received a letter from Vice-president Kingsley. Few presidents are so accessible, few know so many representatives by their first names, few have so keen a wit, so ready a line of repartee.

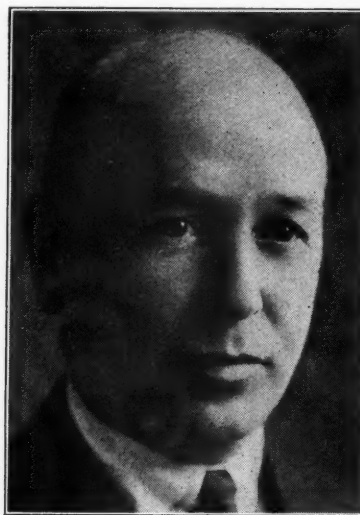
Tribute Most Appreciated

One good way to judge the character of a man is by observing his actions when he is off his guard, when he isn't playing to the gallery. On the occasion of his accession to the presidency, Mr. Kingsley's office was banked with flowers and his desk was covered with congratulatory telegrams and letters. A

General Mutual Life Expands



JAMES S. KEMPER



C. J. COONEY

The General Mutual Life of Van Wert, O., will open a general agency in Chicago Sept. 8, with James S. Kemper as general agent and C. J. Cooney as agency manager. Mr. Kemper is president of the Lumbermen's Mutual Casualty of Illinois and general agent of the Central Manufacturers Mutual, a fire company, of Van Wert, which is operated by the same interests which conduct the General Mutual Life. Mr. Cooney comes from the Bankers Life of Iowa and has had 17 years experience

in Chicago in the life insurance business, representing the Bankers Life most of that time. He was for a time affiliated with the Equitable Life of New York and is a graduate of its field school.

The plan is to build largely a full time agency and Mr. Cooney expects to have six or eight full time men by the end of this year. The General Mutual Life began business in 1930 and has \$422,323 of assets and \$2,606,865 insurance in force. Mr. Kemper is vice-president of General Mutual.

close personal friend entered and President Kingsley led him to a corner of the room where a small bouquet of flowers cast their fragrance from a single vase. "Of all the good wishes sent me, these have touched me most," said the new president.

The bouquet was given by the scrub-women of the Penn Mutual home office building.

Conducting School on Coast

A. B. Olson, manager of agencies Guarantee Mutual Life, is conducting a two weeks' training school for new agents in Los Angeles in cooperation with Dwight E. Keider, home office representative on the coast. A production contest the first ten days of August in honor of Mr. Olson resulted in \$123,000 of new business written, which was formally presented him at a luncheon meeting at Pasadena.

Mr. Olson and Mr. Keider plan an agency trip through northern California, Oregon and Washington, starting about Sept. 1.

Read the **Accident & Health Review**, sample copy 10c. A1946 Insurance Exchange, Chicago.

Ordinary and Industrial Sales Gain; Group Is Off

Ordinary life sales in July totaled \$448,394,000, an increase of 4.6 percent over the \$428,548,000 total a year ago, according to the Life Presidents Association. Industrial showed an increase of 8.5 percent with a \$220,672,000 July total. Group insurance totaled \$79,323,000 in July, a decrease of 70.4 percent from the \$267,582,000 total in July, 1935. This made the total for all classes \$748,389,000, compared to \$899,595,000 or a 16.8 percent decrease.

The \$3,117,382,000 total for the first seven months on all classes represents a decrease of 4.3 percent. Ordinary totaled \$3,191,694,000, a decrease of 5.6 percent for the seven months. Industrial amounted to \$1,580,235,000, an increase of 5.8 percent. Group declined 27 percent in the first seven months with a \$345,453,000 total.

Comparative figures by months for ordinary life follow:

Ordinary Insurance			
Month	1935	1936	Over 1935
Jan.	\$ 597,800,000	\$ 443,681,000	-25.8%
Feb.	488,756,000	418,920,000	-14.3
March	498,035,000	470,132,000	-5.6
April	463,425,000	458,238,000	-1.1
May	461,303,000	459,779,000	-.3
June	444,340,000	492,550,000	10.8
July	428,548,000	448,394,000	4.6
	\$3,382,207,000	\$3,191,694,000	-5.6

Postpone Management Congress

The management congress scheduled by the Associated Life General Agents & Managers of Detroit had to be postponed at the last minute because of the illness of Dr. S. S. Huebner, who was to have spoken at the luncheon. Present plans call for the congress to be held in September.

Holds Home Office School

The Western Reserve Life of San Angelo, Tex., held one of its three-day district schools at the home office. The course was conducted by A. F. Ashford, vice-president and general manager, who was assisted by C. B. Calahan, agency director. Twenty-nine representatives completed the examination at the end of the course.

July was the best July since 1929. It was also sixteenth month in succession that production exceeded the corresponding month for the previous year. First year premium income for the seven months of 1936 was 57 percent greater than the same period for 1935. The renewal premium income was 37 percent greater for the same period.

treasurer. Executive committee: Robert J. Bamber, Louisville, Ky., J. I. Oberst, Atlanta, and Bert B. Boyd, Kansas City, Mo.

Special and Soliciting Agents Association: A. E. Baker, Indianapolis, president; Clarence E. Smith, Chicago, and Nathan H. Burghelm, St. Louis, vice-president, and Alfred J. Johannsen, Chicago, secretary-treasurer. Newly elected directors: L. D. Burnell, Detroit; H. S. Greene, Milwaukee; Maurice J. Koch, Cincinnati, and Robert R. Reid, Chicago.

Center of Influence Example

A representative of the Canada Life in Montreal recently demonstrated the value of using a center of influence as a method of procuring prospects. From one original center of influence, a young doctor, 12 prospects were obtained, 10 of which were closed for a total amount of \$57,000 of business.

John McGurk, Indianapolis manager of the Mutual Benefit Health & Accident Association and United Benefit Life, will move Oct. 1 from 732 Circle Tower to larger offices on the second floor of the Test building, Monument Circle and Market street.

Northwestern Mutual Life's Associations Elect Officers

Officers have been elected by the Northwestern Mutual Life's organizations as follows:

General Agents Association: B. J. Stumm, Aurora, Ill., president; E. R. Gettings, Albany, N. Y.; L. F. Larson, Portland, Ore., and M. A. Carroll, Oshkosh, Wis., vice-presidents; R. H. Pickford, Cedar Rapids, Ia., secretary.

District Agents Association: Ralph L. Theisen, Lincoln, Neb., president; G. Brady Buckley, Charleston, W. Va., Thomas A. Lauer, Joliet, Ill., and Russell D. Buss, Centerville, Ia., zone vice-presidents; Victor C. Plummer, Rockford, Ill., secretary-treasurer. Executive committee: Zone I, W. B. Arnold, Williamsport, Pa., and W. J. Runk, Altoona, Pa.; Zone II, Earl C. Bryan, Sheboygan, Wis., and W. C. Dunbar, Fort Wayne, Ind.; Zone III, E. L. Cleveland, Sacramento, Cal., and J. R. Delaplain, Long Beach, Cal.

Agency Supervisors: Hector Dodds, Chicago, president; Harold R. Kaufmann, Minneapolis, vice-president and editor; Edwin Gould, Omaha, secretary.

THE WEEK IN INSURANCE

New estate control plan is announced at eastern regional conference of **Aetna Life** at Hot Springs, Va. **Page 1**

Provident Mutual Life **Leaders Club** holds 1936 convention at Banff Springs Hotel in Alberta. **Page 1**

Several important appointments at the head office of the **Equitable Life of Iowa** are announced following the retirement of several senior officials. **Page 1**

Several speakers are scheduled to address **Million Dollar Round Table** in Boston. **Page 1**

Latest developments in the reorganization of the **Pacific Mutual Life**. **Page 3**

Life & Casualty of Nashville to declare a stock dividend of 33 1/2 percent. **Page 13**

Many changes are found in new rate back issued by **Manhattan Life**. **Page 9**

Better programming, not multitude of small policies, declared to be answer to present low level of income among life insurance buyers. **Page 5**

Dedication of new home office building features agency convention of **Aetna Mutual Life**. **Page 3**

Gain in production of ordinary life, shown in report of Life Presidents Association. **Page 4**

Reinsurance of **Union Mutual Life** of Iowa in Occidental Life made effective with dismissal of litigation. **Page 13**

Small Contracts Not the Answer

Better Programming Solution to
Reduced Income Level,
Executives Say

ISSUE COST IS FACTOR

Many Set-ups, Haphazardly Bought
and Later Dropped, Must Be
Rebuilt on Reduced Scale

NEW YORK, Aug. 20.—Probable continuance for some time to come of the present lowered income level constitutes a problem for life agents which is best solved, in the opinion of many executives, not by trying to sell a flock of small policies but by better programming and convincing the prospect that more of his money should go into life insurance rather than being spent on ephemeral objectives.

The first objection to the small policy is the cost of issuing it. It costs nearly as much to issue a \$1,000 policy as one for \$25,000. With investments yielding their present poor return, the mortality and expense factors supply virtually the entire margin and a small policy cuts heavily into its expense margin.

Increase in Average Policy

While figures from one representative company show an increase in the average size policy from \$2,745 in 1934 to \$3,021 in 1935, it is not expected that there will be many large policies in the future and companies are not anxious for them. Policies in the \$5,000 to \$15,000 class will probably constitute the bulk of what will be considered the larger policies.

Figures recently released by the Life Presidents Association show a decrease in the amount of life insurance purchased the first seven months of this year. The answer to this in the opinion of business leaders is not lack of money on the part of the public, but a natural human reaction. For five long years the people of this country denied themselves luxuries and in many cases some of the necessities of life. Now for the first time since the depression the average man has a little extra money. The slow return to normalcy is being accomplished and his first thought is to buy some of the things he has denied himself and family for a long time. The tremendous number of new cars on the road today testifies to this fact. Resorts and steamship lines are crowded to capacity. People who have not had vacations for several years are taking them, spending some money.

Most Bought Haphazardly

In due time the average man's thoughts will turn to his life insurance. Most of it he bought haphazardly, a policy here and a policy there and in some cases during the depression he dropped part of it just as haphazardly. Today he has emerged from that depression five years older. He has five years less time in which to rebuild his estate and he must set about it with careful planning. He has not as much money to invest and he will have to rebuild more slowly. Life insurance companies look for a great increase in volume in the next five years because of this rebuilding process. The rebuilding will be slower and in smaller amounts but with forethought and care it can be programmed to fit individual needs. Let a man set his goal, define

what he wishes to accomplish in the way of education for his children, establishing an income for his family in the event of his death and ascertain how much he can invest and the well-informed life insurance agent can map out a program which will fill the client's needs and wants.

RECORDS

California-Western States Life—Despite continuous rigid elimination of low or non-producing agents, July was the ninth consecutive month of increased paid-for business. Ordinary sales the first half of the year showed a gain of 23.5 percent. An improvement of 5.65 percent or \$6,327,673 was made in insurance in force the first seven months.

Fidelity Mutual—New paid life insurance for July was \$2,214,000, an increase of 4.6 percent. Insurance in force increased \$257,000. Decrease in net termination was \$909,000, the greatest of any month in the past 10 years and 30 percent under July, 1935.

Canada Life—Ordinary paid business in the United States and Canada is considerably more in the first six months than for the corresponding months of

Semi-Annual Statements

(From June 30, 1936, reports to the Georgia Insurance Department)

Company	Capital	Assets	Surplus	First 6 Months	
				Income	Disburse.
Amer. Life, Ala...	\$ 257,817	\$ 827,340	\$ 166,643	\$ 141,040	\$ 137,006
Atlantic Life	500,000	26,154,772	325,252	2,704,716	2,298,176
Conn. Mutual	280,015,374	29,226,063	18,518,338
Franklin Life	250,000	32,693,718	890,437	3,070,774	2,348,091
Guarantee Mutual	18,285,691	1,359,583	2,280,377	1,777,831
Life & Cas. of Tenn.	600,000	16,445,564	1,764,500	3,863,312	2,888,818
Life of Virginia	6,000,000	85,677,421	5,744,242	9,344,635	7,843,136
Liberty National	209,145	3,191,931	240,391	945,748	751,941
Mass. Protective	300,000	5,427,458	778,571	626,674	309,172
Morris Plan	450,000	1,794,071	776,617	259,162	229,910
Metropolitan Life	4,353,406,762	498,621,853	386,209,259
New York Life	2,323,366,306	206,577,221	133,059,996
Paul Revere	400,000	1,586,081	252,640	631,716	443,905
Penn Mutual	618,345,520	67,274,234	41,122,900
Reserve Loan Life	200,000	10,068,881	191,429	922,830	1,024,100
State Life, Ind.	50,062,366	1,490,652	4,358,253	3,907,170

†Not given.

*Net prem. reserve, \$1,750,200,000. All other reserves and liabilities, \$569,343,205.

†Net prem. reserve, \$542,550,000.

1935. Group insurance in the two countries also made substantial gains.

G. F. McKenna, San Francisco, Continental Assurance—Production for 1936 to date is approximately 300 percent greater than the entire year 1935.

L. R. Lay, El Paso, Tex., Lincoln National Life—Showed increase of 20 percent in paid business for the first seven months.

E. F. White, Dallas, Tex., Connecticut Mutual Life—Showed largest gain of life

insurance in force of any of that company's 68 agencies the first six months of 1936.

Leon A. Soper, Los Angeles, Phoenix Mutual Life—Topped the company's agencies in a ten weeks' policyholders campaign. Paid premiums, exclusive of single premium cases, 44 percent ahead for first seven months.

Edward A. Woods Company, Pittsburg, Equitable Life of New York—This agency for each month this year has ex-



PILOT COMPLETES SUCCESSFUL HALF-YEAR

- Increase in insurance in force was greater than in any half-year period.
- Volume of sales attained a new high.
- Total number of policy owners increased by largest figure ever.

140,000 policy holders now own \$109,851,099
in the Pilot Life.

PILOT LIFE INSURANCE COMPANY

Greensboro, North Carolina

Emry C. Green, President

ceeded in some respects the similar month for last year, either in written number of cases, volume paid cases or paid volume. August is following in the same manner.

Life Insurance Textbook

The Research Publishing Company of Lincoln, Neb., has put out a textbook entitled, "Practical Economics of Life Insurance," which has been endorsed by the National Association of Life Underwriters. The author is Carl G. Reynolds. This is a practical book that explains in a simple way many of the fundamentals and uses of life insurance and will tend to disabuse the minds of people that have been disturbed by the insurance racketeers and writers that have tried to upset people's confidence. It deals with the origin and evolution of life insurance, function of legal reserve, special policies, policy provisions, investment portfolio, annuities and settlement option, legal

aspects, trusts, business insurance, taxation, etc.

Bankers of Nebraska Appointments

A. C. Dean has been appointed general agent for the Bankers Life of Nebraska in northeastern Iowa with headquarters in Decorah. He was formerly an agent at Marshalltown, Ia.

E. E. Richardson has been appointed general agent at Decatur, Ill. S. M. Carroll becomes general agent at Uniontown, Pa.

Miller's Duties Enlarged

W. L. Miller, supervisor of the group department of the Northern Life of Seattle, will hereafter act as superintendent of the salary saving department as well.

Jackson's "Easy Lessons in Life Insurance" tells the fundamentals of life insurance, together with some salesmanship material—quiz book included. Price, \$1.00. Order from The National Underwriter.



Tell the World

Consider the everyday case of an agent who has just delivered claim dollars to needy dependents.

He recalls the hard fight he had to make to get the insured to apply, not so long ago. Now he sees the fruit of his efforts and he wants to tell the world.

Fortunately there are always promising prospects waiting to be told what life insurance can do for them.



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President
Home Office - Newark, New Jersey

Business Men's Assurance Will Hold Agency Meeting

SESSIONS SET FOR CHICAGO

Program Completed for Convention of All-Star Producers Aug. 26-28 at Congress Hotel

The program has been completed by the Business Men's Assurance for its annual all star salesmen's convention at the Congress Hotel, Chicago, August 26-28, with several outstanding speakers for the morning business sessions, and a variety of entertainment for afternoons and evenings. J. C. Higdon, vice-president in charge of sales, will preside at the business sessions.

On all three afternoons there will be major league baseball and sightseeing tours. Wednesday afternoon a special boat trip on Lake Michigan has been arranged.

The ladies will have a special luncheon Thursday noon at Marshall Field's, followed by a tour of the store. Those who wish may play golf Thursday afternoon. Following the banquet at the Edgewater Beach Hotel Friday evening, delegates will attend a dance and floor show.

Details of the program are as follows:

Wednesday, Aug. 26, 9:30 A. M.

Singing—E. M. Peterson, Utah, leader. Mrs. D. C. Stephens, Utah, pianist. Call to order and introductions—J. C. Higdon. Welcome on behalf of home office—W. T. Grant, president B. M. A. Greetings—Col. C. B. Robbins, manager American Life Convention. "Growing in the Business"—Alexander E. Patterson, Chicago, general agent Penn Mutual Life, and vice-president National Association of Life Underwriters. Awarding of prizes and special announcements—J. C. Higdon.

Thursday, Aug. 27, 9:30 A. M.

Greetings—Harold R. Gordon, executive secretary Health & Accident Underwriters Conference. "As Viewed by the Insurance Press"—C. M. Cartwright, managing editor The National Underwriter. "Selling as a Career"—Brice Halliburton, president Grant Club. "Believe in What You Sell"—Thorpe B. Isaacson, leader for 1936. "Organized Sales Plans"—R. E. Sanders, vice-president Grant Club.

Friday, Aug. 28, 9:30 A. M.

"Congratulations"—R. E. O'Malley, superintendent of insurance of Missouri. "Speech and Personality"—Dr. Hubert M. Greaves, Yale University. "Your Future Responsibilities"—W. T. Grant. Banquet—6 p. m.—Edgewater Beach Hotel.

Death From Septicemia Is Held to Be Accidental

The Travelers has been ordered by the Louisiana supreme court to pay double indemnity benefits where the assured died from septicemia. The case was DeBlieux vs. Travelers.

For about five months prior to the assured's death, he suffered from a serious blood disease. He also suffered a hemorrhage from his gums that were affected with pyorrhea but he was able to attend to his regular business. Then, in attempting to close the door of a storehouse, he injured a hand. There was an abrasion about the size of a dime. After receiving first aid treatment, he was sent to a sanitarium at Shreveport. He died about eight days later. The higher court pointed out that DeBlieux offered positive evidence of a visible wound to the exterior part of the assured's body, inflicted through external and accidental means. The history and clinical records of the case up until the assured's death is typical of septicemia infection, all the symptoms of deadly

Will Preside



B. ARTHUR DUGAL

B. Arthur Dugal, superintendent of insurance of Quebec, is president of the Association of Insurance Superintendents of Canada. He is well known to the commissioners in United States as he attends the meetings of the National Association of Insurance Commissioners. He was educated at the Laval Normal School in Quebec, which is affiliated with Laval University from which he graduated in 1889. He joined the staff of the Banque Nationale where he was employed until 1908, when he was transferred from Quebec to Montreal and then from Montreal to Ottawa. After this he was manager of the branches at Coaticook and Sherbrooke for a number of years. In 1908 he became manager of the public utilities department in Sherbrooke, where he remained until 1924, when he joined the provincial insurance branch at Quebec as chief inspector. He was appointed superintendent of insurance and inspector of trust companies for the province in 1928.

Mr. Dugal, in modestly speaking of himself says: "I am 64 years of age and as is generally the case with men, have more faults than qualities and am just the ordinary, everyday average man. My hobbies are canoeing, fishing and piano playing."

The annual convention of the Canadian superintendents takes place at Quebec, Aug. 25-28.

streptococcal infection being present. DeBlieux has shown by a preponderance of the evidence that the assured died of septicemia, resulting from the accident and the infection and not from the chronic blood disease with which he was afflicted. Here there was an accident which caused septicemia, which is a disease but which was caused directly from the accidental injury and for that reason is not excluded.

John Hancock Convention

The program for the John Hancock Mutual Life convention, to be held at Ocean House, Swampscott, Mass., Sept. 25-28 is almost completed and will be released shortly.

"Selling the Salary Insurance Plan," by Richard L. Place, shows the possibilities of quantity production of life insurance by the salary deduction plan. Price, \$2. Order from the National Underwriter.

WANTED

Experienced General Agent desires connection with Old Line Company. Twelve years experience as Insurance salesman. Three years as State Manager. Capable of hiring and training own salesmen. Can bring two good producers with me.

ADDRESS D-62, NATIONAL UNDERWRITER

Boston Speaker



C. B. METZGER

One of the principal speakers at the managers' section gathering in connection with the annual meeting of the National Association of Life Underwriters in Boston will be C. B. Metzger. He is superintendent of the E. A. Woods Company agency of the Equitable Life of New York in Pittsburgh. "How to Organize the Year's Objective" will be his subject. He joined the agency in 1924 as private statistician. He was closely associated with Edward A. Woods until he died in 1929.

Weigh Common Disaster Theory

Members of the National Conference of Commissioners on Uniform State Laws, meeting in Boston in advance of the convention of the American Bar Association, discussed the laws relating to common disaster if both man and wife die together in accidents. Although the theory has been that the woman dies before her husband, the commissioners took cognizance of actuarial statistics that after the age of 50 the wife tends to outlive the husband.

Another subject at the conference was the desirability of uniform state laws dealing with length of time a person may be missing before legal presumption of death. The commissioners recommended that heirs of supposed dead persons be required to file bonds based on the reasonable life expectancy of the missing person.

Herrman With Yeomen Mutual

Appointment of Wesley P. Herrmann as general agent for the Yeomen Mutual Life at Omaha is announced. He will have charge of territory in western Iowa and eastern Nebraska, and will have five agents associated with him. Offices will be in the Securities building. For the past four years, Mr. Herrmann has been with the Union Central Life.

SELL

**ACCIDENT
and HEALTH
INSURANCE**

The

**ACCIDENT & HEALTH
REVIEW**

tells you how.

Send 9c in stamps for sample copy to A-1946 Insurance Exchange, Chicago.

Tribute Paid Bookstaver at N. Y. Memorial Service

Life company home office and field men thronged the John Street Methodist Episcopal Church in New York City at a noon day service last week to honor the memory of the late Joseph D. Bookstaver, Travelers general agent in New York City who died Feb. 6. The guest speaker was Rabbi Philip D. Bookstaver of Harrisburg, Pa., brother of the late general agent.

Dr. Bookstaver's subject was "Good Will Today," and the life of his brother furnished an excellent example of good will in action. Mr. Bookstaver was successful not only as a personal producer and general agent, but was prominent in social and civic life and gave much of his time and means to alleviate human suffering. He helped establish Beth David Hospital, a non-sectarian institution in New York City. He was an active figure in the League for American Citizenship, on the advisory board of a large bank and a member of several social and fraternal organizations. His ready response to the calls of charity was not limited by nationality, race or religion.

Embodiment of Good Will

His work in life insurance was also the embodiment of good will. He was among the pioneers who sponsored the life insurance sales training course at New York University and guaranteed its expenses. He established 10 annual scholarships, with the specific stipulation that members of his own organization would not be eligible, these being covered through a special personal fund. While he was chairman of the New York City Life Underwriters Association membership committee that organization reached its highest point in membership up to that time. When he died he was vice-president of the association, a member of the executive committee and a member of the million dollar round table conference.

Issues Arkansas Pamphlet

A pamphlet, "The New York Life in Arkansas," has been printed by the New York Life in honor of the state's centennial anniversary. It traces the history of the organization in that state since 1846, when an office was opened in Little Rock. Today the company has \$54,648,999 insurance in force under 20,417 policies in Arkansas.

Another section of the pamphlet is devoted to the story of the company's oldest policy in Arkansas, a contract held by Geo. B. Rose, prominent Little Rock attorney, which was taken out in 1887.

Denver Engagement Cancelled

Dr. S. S. Huebner, president American College of Life Underwriters, has cancelled his speaking engagement in Denver Sept. 8 because of illness. He was scheduled to speak before both the Denver C. L. U. chapter and the Colorado Association of Life Underwriters. Dr. David McCahan, dean of the American College, may take his place.

Chouteau With Federal

E. G. Chouteau, formerly agency manager in Los Angeles of the California-Western States Life, has been appointed general agent in that city for the Federal Life. He was at one time Pacific Coast manager of the National Fidelity Life.

Yeomen Mutual Outing

DES MOINES, Aug. 20.—More than 20 agents of the Yeomen Mutual Life, from midwestern and western states will meet here Saturday preparatory to the annual Pioneer Club outing at Troutdale-in-the-Pines, Colorado. Agents from all states except the Pacific Coast will assemble in Des Moines for that meeting. Joining the agents on the special train will be President A. H. Hoff-

man, Secretary George Wall, Arthur Larsen, actuary, Dr. E. B. Mountain, medical director, and T. H. Young superintendent of agents.

Aggressor Is Killed

The Prudential has been upheld in its denial of liability to double indemnity benefits by the New Jersey court of errors and appeals where the assured was killed in an encounter in which he was the aggressor. The case was *Walters vs. Prudential*. The insured attempted to force a man, whom he had previously beaten and abused, who then had a drawn revolver, through a kitchen window opening upon a court some 16 feet below.

The higher court held that the trial court erroneously left to the jury the question of whether death occurred through accidental means. That was the reasonable and probable consequence of the assured's action. He must have known that if he continued to force a

man with a loaded revolver out of a window that a shot might be fired before he accomplished his purpose. Probably the assured was insanely drunk, but if so, the accident provision of the policy did not cover if death resulted directly or indirectly from mental infirmity or disease in any form. One attempting to take life or cause serious bodily injury cannot be said to be accidentally injured by a force which he could have foreseen or suspected would be used.

Prudential's Group Sales

Some 4,675 wage earners in the United States and Canada are now eligible for life insurance in amounts ranging from a minimum of \$500 to a maximum of \$7,000 through the adoption of group life insurance policies by their employers. The workers are covered by 50 group policies issued within recent months by the Prudential involving an aggregate total amount of life insurance of \$5,080,000.

GREAT SOUTHERN LIFE PERFORMANCE

Over a Quarter of a Century of Life Insurance Service

Disbursing: To Living Policyholders . . . \$27,684,716

To Beneficiaries . . . \$21,884,492

Offering Complete Life Coverage Under Both Participating and Non-Participating Contracts

Operating in the Eight States of the Great Southwest

Building Through a Field Force of More Than 1,000 Life Underwriters, Each Holding Contract Direct with the Company.

Achieving an Institution with:

More Than \$227,000,000 Insurance in Force

More Than \$43,000,000 in Assets

More Than \$4,700,000 in Capital and Surplus

GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. Greenwood, President

HOME OFFICE: HOUSTON, TEXAS

COURT WILL OPEN PACIFIC MUTUAL CASE

(CONTINUED FROM PAGE 3)

ever, the plan of Commissioner Carpenter does not preserve that equity for the stockholders. In fact, we feel that the plan leaves nothing to stockholders whatsoever," said the committee.

The committee alleges that the acts of the commissioner are "void and unconstitutional" in that they deprive shareholders of their property without due process of law. The Balch protective group asks that orders in connection with the plan be vacated. It is alleged that none of the shareholders were given the right to appear at the time the orders were made and were not given opportunity to present an alternative plan. The answer further alleges that at the time of the commissioner's proceedings in court, Pacific Mutual was "not insolvent or in such condition that its further transaction of business would have been hazardous" to policyholders, creditors or the public. Findings by the commissioner that the interests of policyholders, creditors and stockholders would best be served by liquidation of the old company are "arbitrary and capricious," unfounded in fact, and without any independent or impartial data to support them, the allegations say. It is further alleged that such findings have been made without any attempt by the insurance commissioner to manage or operate the company as conservator

to determine whether conservation could be effected and liquidation avoided.

The committee announced that it represents approximately 10 percent of the outstanding stock.

Specific Criticisms

Among the specific criticisms of the proposed plan made by the Balch committee are those summarized as follows from the committee's allegations:

1. Assets of the old company are transferred to the new company, but the non-cancellable policyholders, creditors and stockholders participate only in a small part of these.

2. The new company would assume the assets, but not the liabilities.

3. Assets would be taken over at admitted values as of Dec. 31, 1935. Actually assets are greater than that amount and furthermore no allowance is made for appreciation since that date.

Ask Compensation for Good Will

4. The company's name, good will and agency structure is taken over by the new company without shareholders being compensated.

5. The consideration paid by the new company for the assets is grossly inadequate.

Petitions of intervention seeking to block the reorganization have been filed

by Attorney Hugh K. McKevitt of San Francisco and Andrew J. Copp, Jr., of Los Angeles.

LICENSED IN ALABAMA

BIRMINGHAM, ALA., Aug. 20.—The new Pacific Mutual Life has been licensed in Alabama. Attorney-General A. A. Carmichael is back from Los Angeles, where he went in the interest of holders of noncancellable health and accident policies in Alabama.

VIRGINIA INTERESTS REPRESENTED

RICHMOND, VA., Aug. 20.—The state of Virginia will not be represented at the Pacific Mutual hearing in Los Angeles but a group of non-cancellable policyholders in Roanoke and vicinity who recently organized to protect their interests sent W. P. Hazelgrove, an attorney, to attend the meeting.

N. Y. COMMITTEE ACTIVE

NEW YORK, Aug. 20.—Encouraged by the numerous pledges of support from non-cancellable policyholders of Pacific Mutual Life, resident in this and other cities, the protective committee recently formed here to represent the

interests of the class will shortly issue a general letter outlining the basis upon which, in its opinion, the case of the policyholders may most effectively be presented to the California courts. The committee will cooperate with similar bodies wherever such associations are formed.

The committee, headed by G. C. Parsons, who is connected with the Tompkins agency Provident Mutual, has as associates J. Arthur Marvin of F. W. Lafrenz Co., certified accountants, and G. R. Snider of the legal firm of Chapman, Snider, Duke & Radebaugh.

F. B. Daugherty of California is representing the committee in the Pacific Mutual hearing. Study was made as to the basis upon which non-cancellable policyholders' interest may best be preserved; whether through continued payment of premiums under protest, or some other method. The committee will seek power of attorney from policyholders to represent them after a course of action has been mapped. While Pacific Mutual withdrew from New York in 1931, it is estimated to have at least 5,000 non-cancellable policyholders in the state.

HOME OFFICE DEDICATED AT ACACIA RALLY

(CONTINUED FROM PAGE 3)

and their beneficiaries and not for profit."

One of the distinguishing marks of a smart chief executive is his ability and willingness to surround himself with smart sub-executives. Howard W. Kacy is vice-president and general counsel. Not yet 40, Mr. Kacy is probably President Montgomery's right-hand man not only on legal matters but on financial matters. It was Mr. Kacy who discussed the company's financial position at the convention, showing how every single bond, every single mortgage must be passed upon by an investment committee before purchase and then how these purchases are being constantly reviewed, not in the light of what has happened but in the light of what may happen.

Interesting to agents was his description of a foreclosed apartment building in Washington which, rented to the federal government, now returns to the Acacia a 14 percent annual return on Acacia's investment.

High Average Yield

Mr. Kacy called special attention to the change from the old time three to five year straight loan with no reduction of principal to the present time loan used by most life companies calling for a reduction of principal. Of 3,000 Acacia loans, 2,500 are on the plan calling for \$8 per month payment for each \$1,000 of loan and as of July 1, only eight of these loans were delinquent as long as 30 days, four of which were paid up during the next 30 days. Average yield on these loans—5.62 percent.

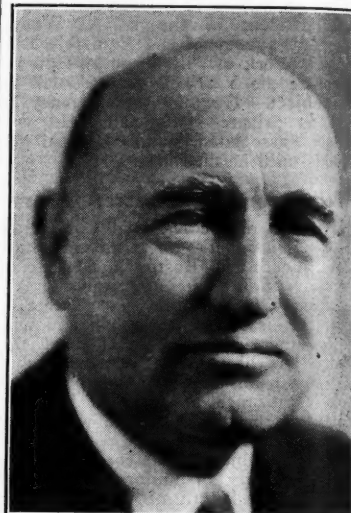
To John B. Nichols, chief medical director, is largely due Acacia's low mortality. With many a fact and figure indicating intensive research for many months, Dr. Nichols defended Acacia's venture into the field of women underwriting from ages 16 to 50.

Oddly enough, married women have a mortality about 25 percent above normal if premiums are paid by the husband who is also the beneficiary. The Acacia will limit such policies to \$2,000 and the husband must own at least 3 times as much. Because it would be embarrassing for an agent to ask the questions required under a non-medical issuance, all women will be examined. There will be no waiver of premiums to dependent married women.

Disability Income

As a defense against writing the disability income, Dr. Nichols quoted figures to show that in 1928 companies in the United States lost \$15,000,000,000 under that clause; in 1929 the loss was \$22,000,000,000; in 1930, \$45,000,000,000 and in 1931, \$56,000,000,000.

Secretary of the company is Samuel E. Mooers, who introduced from the



WILLIAM MONTGOMERY

floor each officer of the company and explained their functions to the audience. Agency secretary is A. R. Mead, son-in-law of the president, chairman of the Thursday afternoon session, in charge of much of the detail of arranging the convention and whose work consists in large part of traveling the country, appointing, assisting and stimulating branch offices. Mr. Mead was formerly manager in Cincinnati.

Upon Actuary Lloyd K. Crippen rests the responsibility of figuring the lowest possible rates commensurate with security to old policyholders and the adjustment of those rates so that all classes of policyholders will receive justice. Normally a discussion by an actuary of "Underwriting Principles" would be the signal for general exodus from the hall; not so with this policyholder and agency-minded actuary.

La Noue Matta's Work

The title assistant to the president may mean anything or nothing. In the case of La Noue Matta, it means considerable. He is chairman of the opening session. He makes a speech on "The New Opportunities in Selling Life Insurance to Women." He introduces the president to the honor organization, members of the Montgomery Quality Club. He does everything a president would do if a president were twins. He takes the lemons that are thrown at agency force or home office force and makes lemonade out of them.

Executive Secretary B. A. Harlan.

Central Life
Salutes FAMOUS
MEN OF ACTION

Billy Sunday, dynamic evangelist, was famous as a master salesman of religion... whose forceful, sincere personality won men, women and children to his cause.

CENTRAL LIFE "Men of Action"

TRAINING

1. New Central Life Guide Book and Sales Information Manual... June 1936
2. Regular Central Life Educational Course... June 1936
3. Agency Schools... May 1936

Mutual - Legal Reserve 3% Net Level Premium Valuation Basis

40 Years of Progress and Achievement 1896-1936

CENTRAL LIFE
ASSURANCE SOCIETY

"Mutual"

Des Moines, Iowa

C. L. U., is also manager of the home office agency. Mr. Harlan closed the Thursday afternoon session by calling to the platform a half dozen of his associates and questioning them as to why they came with Acacia and what their financial satisfaction had been.

Acacia contracts do not provide for first-year commissions and renewals for a certain period of years. Dear to President Montgomery's heart is financial security, low costs and good service. In the 67th annual report, issued in 1936, he called attention to the fact that during the past 12 years more life insurance has lapsed than there is now insurance in force. Said he:

Part of Every Budget

"A few years ago life insurance was an incident in the home; today it is a part of practically every household budget and an indispensable factor in every family. It should, therefore, in my opinion, be sold on the basis of its permanency and its usefulness. The true measure of a successful company is not the amount of new business paid for but the amount that is kept in force. As a matter of fact, if less business were sold and more kept in force the savings effected thereby would, to a considerable extent, offset the reduction that the companies are sustaining in the earnings on their assets; indeed, in this respect, do I believe lies the greatest possibility for savings on the part of the company."

"It is on this theory that agency contracts are based. 'Service commissions' are paid and the only limit to the number of years these commissions will be paid is the number of years the policy is kept in force. Furthermore, bonuses may be earned semi-annually by extra service rendered."

In his address, President Montgomery quoted agent's earnings to show that because of the monthly income system an Acacia agent received increasing pay with increasing years of service.

Home Office Building

About 10 years ago it was believed by many that William Montgomery was losing his financial judgment when he insisted upon the purchase of a block of land facing the United States Capitol and the park immediately surrounding it. Much of this block was occupied then by tenement buildings. Today that purchase is the envy of every Washington realtor. Again, when the architects submitted plans for the new building, President Montgomery and his assistants called for revision, insisting that the present building be merely a unit; that it be capable of expansion to meet expanding needs and that the building be built so that such expansion could be made economically, efficiently and artistically.

Round Table Is Held

A two-day Round Table conference of branch managers was held before the convention with the theme "Efficiency From the Top." Mr. Matta discussed "Recruiting." A. R. Mead talked on "Establishing Prestige in Agency Building." B. A. Harlan spoke on "Training." S. R. Bowman, manager Oakland branch, presented "Production from Present Organization." A. N. Meyer, manager Denver, handled the subject "Conservation." E. W. Hill discussed the factors which make for better persistency. Each speech was followed by an open discussion.

For many years Acacia has been among the foremost companies in furnishing advance-mail material for agents. "Advertising as a Management Tool" was discussed by T. M. Rodlun, able and friendly advertising manager, holder of the C. L. U. and creator of many very profitable mail campaigns for the Acacia field force. Mr. Rodlun proved by a display in the convention hall precisely how much business resulted from various mailings, and the larger policies sold after pre-approach letters.

The entire Friday morning session was given over to a discussion of programming and settlement options. "Analyzing and Covering Needs" was discussed by S. R. Bowman, manager of the Oakland branch and "The Use of

Settlement Agreements" was presented by E. M. Thore, assistant counsel. Proud are Acacia men of their new loose-leaf settlement option kit entitled "Acacia Estate Service" illustrated with programming charts suitable for use during sales interviews and largely prepared by Assistant Counsel Thore.

The dedication of the Acacia Mutual Life's modern new home office building was the highlight of the agents convention. The ceremony was held outdoors. The platform, seating 100 people, was built over the entrance steps, and blanketed on both sides by the newly sculptured symbolic Griffins. A large portion of the wide street in front of the building was closed to make room for chairs seating 3,500 auditors.

Seated with the other guests of honor on the platform was 89 year old William Pirie, the oldest living Acacia policyholder. He took out his insurance with Acacia in 1885, 51 years ago.

After a friendly recognition of the guests of honor by President Montgomery, and the presentation of greetings from national and local associations and civic officials, the formal dedication was delivered by Insurance Superintendent Moor of the District of Columbia.

The entire facade of the building was then floodlighted and President William Montgomery accepted the trust of the new home office building for the company. Director J. C. Keiper presided. The program was broadcast over Station WJSV.

In the morning 250 Acacia "dedicators" toured the new home office. The active members of the William Montgomery Quality Club, honor organization were given a testimonial luncheon. La Noue Matta, assistant to the president, presided. President Montgomery welcomed the club members, and Howard W. Kacy, vice-president and general counsel, voiced the appreciation of the company officials. Special recognition was given five officers of the club for 1936—E. M. Fontany, president, West Virginia; and vice-presidents S. R. Bowman, Oakland; C. Legters, Tampa; T. D. Harkelrode, Youngstown; C. L. Van Camp, West Virginia.

In the afternoon there was a boat trip to Mt. Vernon, with return sight-seeing drive, toward the close of which a wreath was placed on the tomb of the Unknown Soldier.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Charges in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$5.00 and the "Little Gem" published annually in March at \$2.00

Many Changes in New Rate Book of Manhattan Life

NEW YORK, Aug. 20.—The Manhattan Life has issued a new rate book showing many changes, including a reduction in premium rates, a higher reserve standard, increased policy values and seven new policies. The rate book will become effective Aug. 25 and new premium rates and policy values will apply to all applications of that date and subsequently.

The seven new policies are: modified "2" which has a low premium rate for the first two years, juvenile 20 payment endowment at age 65, juvenile endowment at 65 with continuous premiums, juvenile 20 year endowment, juvenile educational annuity at age 18, joint 20 payment life and 20 payment endowment at age 65.

The single premium annuity policy is now issued on a participating basis with 3 percent interest. To the juvenile policies a waiver of premium clause may be added after an examination of the applicant. In the event of the death or total disability of the father before the child reaches the age of 21, the premiums may be waived until that time.

The Manhattan Life is also issuing a

sales course for its agents at a nominal cost.

Interstate Life & Accident

Rates have been increased and cash surrender values lowered by the Interstate Life & Accident of Chattanooga. In most cases the rate increase is only a few cents, while the cash values are reduced through adoption of a higher scale of surrender charges. There is no surrender charge beyond the 20th year. A new modified life policy on which the premium doubles at the end of five years has been issued. The new rates per \$1,000 follow:

Age	Endow. Age 65			Endow. Age 65		
	Ord. Life	20 Pay.	Modified Whole Life	20 Year End.	Prem. End. Four Option	
15	\$12.86	\$20.49	\$18.25	\$41.84	\$15.07	\$29.13
20	14.19	21.93	20.60	42.07	17.14	31.85
25	15.89	23.85	22.15	42.29	19.87	34.85
30	18.14	26.38	24.42	42.70	23.57	38.20
35	21.40	29.70	30.88	43.54	28.72	42.35
40	25.49	34.01	36.88	45.12	36.29	48.35
45	31.22	39.36	44.95	47.74	47.22	56.70
50	38.95	46.12	56.25	51.95	58.85	69.40
55	49.97	55.05	72.38	58.40	69.40	84.91
60	64.91	67.49	88.40	67.49	84.91	104.91

Acacia Mutual Life

The Acacia Mutual Life is now accepting applications from women, ages 16 to 50 inclusive. Its age limit for male

risks is lowered to 16, with the top limit remaining at 65.

J. F. Brennan's Thirtieth

Superintendent J. F. Brennan of the Lawrence district of the Boston Mutual Life observed his 30th anniversary with the company. He has been superintendent of that district 26 years. He began as an agent at Lynn.

Jefferson Standard at Mid-year

Assets of the Jefferson Standard at mid-year totaled \$64,784,799, the largest in history and a gain of \$2,250,000 since December 31, 1935, President Julian Price reports. Surplus and contingency reserve were increased to \$3,400,000. New sales of life insurance amounted to \$22,600,000, an increase of 3 percent over the same period in 1935. There was a gain in insurance in force and the amount is now about \$335,000,000. He stated that in 1935 Jefferson Standard earned the highest rate of interest on mean invested assets among life companies which have as much as \$100,000,000 in force. It is now paying the highest rate of interest on funds of policyholders and beneficiaries. The rate of 5 percent has been paid continuously since 1907.

An Ace in the Hole

The best prospects often become competitive cases and net cost is usually a prime factor.

The Midland Mutual Life writes a Paid-up Life at Age 85 on which the annual premium at age 30 is only \$17.94 per thousand (minimum \$5,000) with a 20-year cash value of \$259.52 and dividends of \$63.19, showing a net cost of \$1.80 per annum. To the regular dividend is added a special ton-tine dividend which, based on the experience of the past three years, will still further reduce the annual net to \$1.32.

Recently a \$380,000 business case was secured through this contract. It pays to have an "ace in the hole."

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

Columbus, Ohio

AMERICAN CENTRAL LIFE INSURANCE COMPANY

ESTABLISHED 1899

INDIANAPOLIS, INDIANA

● All modern forms of Life Insurance and Annuity contracts are written, either on an annual or single premium basis. Annuities include Retirement Income, Elective (Deferred), Joint and Survivor, Refund, and Survivorship -- one for any type of prospect, in short.

Achievement—

An Increase of \$32,955,901.00 Insurance in force during 1935.

Excellence—

The prestige that arises from financial stability and years of fair dealings is enjoyed by each Anico representative. Practical and attractive selling features open new avenues of business and complete the equipment of the men in the field.

Power—

\$554,328,732.00 Insurance in Force.

\$56,326,868.37 in Assets and \$11,572,911.56 in Surplus on December 31st, 1935.

Plans—

Extension of Agency development in both old and new territories.

Ordinary and Industrial

AMERICAN NATIONAL INSURANCE COMPANY
Galveston, Texas

W. L. Moody, Jr., President
J. B. Mills, Vice President
W. J. Shaw, Vice Pres. and Secretary
E. L. Roberts, Vice President (In Charge Ordinary Agencies)

F. B. Markle, Vice President
W. L. Moody, III, Vice President
B. Werkenthin, Vice President

Provident Mutual Club in Convention

(CONTINUED FROM PAGE 1)

duced by Miss Olivia Orth, and the parts were taken by members and guests of the Leaders Club. Walter D. Cross, assistant manager of agencies, presided. C. Sumner Davis, editor of publications, announced a series of four new booklets that will be available this fall on the subject of business insurance.

Nelson A. White, advertising manager, presented a new direct mail plan and pointed to the fine record of new business that has been traceable to the direct mail. He stated that 90 of the 110 club members have used direct mail during the qualifying period. Vice-president Edward W. Marshall spoke on "Your Grip on the Future." Mr. Marshall called attention to the size of the company's average policy which has been running about \$4,161 during the year to date. He urged that every effort be made by Leaders Club members to increase this average policy and the commission checks which result from it.

In the afternoon another play and two forums were presented. A forum on building of prestige was conducted by E. M. Bechtel, agency assistant. A second forum on sales methods was conducted by E. W. Farrington, agency assistant. Dr. Frank M. Beresford, the company's new medical director, was also introduced and spoke a few words on the attitude of the home office examiner toward the man in the field.

Recreation Is Provided

Thursday was entirely devoted to recreation, principal feature being an all-day ride to Lake Louise, Yoho Valley and Emerald Lake. Two more plays featured the Friday session. W. Laurence Mason, Philadelphia, first vice-president of the club, spoke on widening the circles of prospects. Mr. Mason has consistently turned in a fine production. He particularly specializes in sales to young men who develop into successful business executives and who continue to buy from Mr. Mason as they go up the ladder. Mr. Anderson made the closing address before Mr. Linton's "au revoir." Stressing the necessity of finding out about a man's needs and rendering real service before expecting sales, he suggested that his fellow agents sell dollars and cents rather than a specific insurance policy. At the conclusion of his address, Mr. Anderson conducted a forum and answered questions as to his methods of business and his extraordinary lapse rate.

In the afternoon the delegates participated in a golf tournament. Mr. and Mrs. L. P. Hendricks, Los Angeles, and Mr. and Mrs. Stanley Peterson, Seattle, included the convention in their honeymoon tours.

Line Up Several Speakers for Millionaires' Parley

(CONTINUED FROM PAGE 1)

prominent part in completing the arrangements. Oysterville is about 70 miles from Boston. The millionaires will arrive there Saturday morning, Sept. 19 and will leave for Boston Monday afternoon. This event will be strictly recreational.

Executive Changes Made by Equitable Life, Des Moines

(CONTINUED FROM PAGE 1)

continued and the duties of that position will be assumed by Miss Ada Popple, assistant treasurer. J. P. Murphy, formerly in the actuarial division, is transferred to the accounting division of the finance department to assist in legislation and tax matters.

Those who are retiring are H. E. Aldrich, who was vice-president and

Manages Rally of Illinois Bankers Life Leaders



KARL B. KORRADY

Karl B. Korrad, vice-president and agency manager of the Illinois Bankers Life, was in charge of the Leaders Club convention of his company in Chicago this week. He was chairman of several of the business sessions and was toastmaster at the banquet Tuesday evening. He is an effective and popular agency operator.

superintendent of agencies; Dr. F. L. Wells, medical director; H. S. Johnson, assistant secretary in charge of the purchasing division; Mrs. Lela Gray, cashier.

John Hancock Mutual Has Book on Safety Program

A new highway safety book, that puts you right into the driver's seat and sends you off on a trip achieved happily and without accident, has been published by the John Hancock Mutual Life of Boston. Ample illustrated, temperately written and entitled, "Picture Yourself as the Safe Driver," it is a positive approach to the safety problem, which depicts safe driving as an adventure in living, rather than an escape from dying. "We believe," says a John Hancock official, "that realism can be as effective in inspiring drivers to picture themselves as safe and sound because they have observed the rules, as it can in showing them dead or injured because they have not."

A novel touch is the foreword which aims to inspire a friendly and cooperative mood toward the traffic officer. An actual photograph of a smiling, good looking guardian of the highways backs up the following statement:

"The traffic officer is your friend. He patrols the road day and night guarding us against the dangers of reckless driving. . . We are apt to forget his interest in our own safety when we take chances. He is there to remind us of rules that are based on sound traffic principles and proved by experience, rules that we forget or ignore. And at that moment, whether we admit it or not, he is our friend."

The John Hancock Mutual Life first began its campaign on highway safety in 1926, by issuing and distributing throughout the country a booklet of recommendations to drivers of automobiles. It was one of the first institutions to undertake such work, which the company has carried on continuously for the past ten years.

"The Fraternal Digest" is a complete policy-rate-dividend-net cost analysis and report of the fraternal orders and mutual life associations. Price \$2. Order from The National Underwriter.

Give Aetna Men New Conception

(CONTINUED FROM PAGE 1)

a gain in group and wholesale and a 1 percent increase in new regular life. Fourteen percent more agents qualified this year for the convention. During the last two years the increase has been 70 percent.

More business, he stated, is coming from whole time agents. They realize the necessity of obtaining a substantial income. The lapse ratio so far this year is less than has been experienced in the last 12 years. He finds the whole time men are building renewals more successfully. Less business is being declined, showing more careful selection at the source. Of the agencies, 39 showed an increase in new business for the seven months and 37 a decrease.

McFarlane Tells Objective

F. L. McFarlane, Cleveland agent, who formerly was an office man in the group department there, spoke, saying he set his ultimate goal as a million of new business a year and 500 clients. He then described the means he has adopted to win his objective. His foundation consists of clients who are earning from \$200 a month up. He must render such valuable service that these clients will have confidence in him and will be willing to refer a friend now and then to him. For instance when he gets his 500 he figures on at least one good prospect from every client.

Vice-president Cammack Speaks

Vice-president E. E. Cammack is always informative and analytical in his utterances. This year he reviewed the financial exhibit of the Aetna Life. The company owns 50 percent of the Aetna Casualty and 80 percent of the automobile and Standard Fire, its fire insurance affiliates. These associations, he opined, are very advantageous to the parent company and constitute a source of strength. The Aetna Life last year made a profit of over two millions on its own direct casualty business, 2½ millions on the Aetna Casualty and \$1,800,000 on its two fire companies.

Mr. Cammack spoke of the sharp decline in interest earnings. In 1929 life companies earned 5 percent average on their assets. Last year the average was 3.5 percent but only 3 percent on new investments. Naturally all companies are affected by this decrease in interest earnings.

The Aetna Life, he said, is making a profit and the loss as compared with the handsome figure of a few years ago is more than offset by the profits from its affiliates. Mr. Cammack stated that 30 percent of its life business is nonparticipating. While all companies have to take into consideration the interest factor yet he expressed the hope that the Aetna Life would be able to maintain its dividend scale next year. He cited the company's financial ballast with \$28,500,000 of policyholders' surplus.

Ratio of Surplus to Assets

One index of strength he asserted is the ratio of surplus to assets, the Aetna Life figure being 5.7 percent. Even this might be misleading if a company inflated its assets and marked down its liabilities. Pointing to the conservatism of the Aetna Life, he stated the market value of the stocks of its affiliates is \$15,000,000 more than the figure carried in its portfolio. In addition the market value of its bonds is higher than the amount shown in the statement where the amortized basis is used. Taking the items of stocks and bonds he finds the statement shows \$20,000,000 below the actual market value. Last year the increase in premiums of the Aetna Life affiliated companies was \$8,500,000. This figure, he averred, will be maintained this year.

Mr. Cammack touched on the very vital current subject of non-cancellable accident and health. That business, he stated, was unprofitable. The Aetna Life's health and accident premiums, he stated, run between eight and nine mil-

lions. Of this 1 percent is on the non-cancellable plan. The company started to write noncan in 1920 and quit it a year later. Mr. Cammack held that there is no stronger institution in the business world than a well managed insurance company with diversified operations. He urged agents to interest themselves in all insurance coverages.

I. F. Cook, assistant secretary in the group department, spoke of the opportunities in that line. In 1915 there was 100 hundred million of group in force. Now there is 11 billion covering 7 million employees. The Aetna Life has \$1,713,386,000 group in force covering a million employees. Along with the growth of group life there has developed a demand for group accident and health and group annuity. Last year, he stated, Aetna Life paid in commission on group business about one million dollars.

When social security legislation finds its permanent form he predicted there would be a bigger demand than ever for group insurance.

The Aetna Life will soon graduate 22 men from its group school and they will be placed at strategic points.

A. E. Naswell and F. B. Falkstein, San Antonio agents, put on a dialogue to bring out the value of the savings feature in life insurance. W. W. Luman of New York City analyzed some of the strong points in the Aetna Life from a field view. Arthur E. Hicks of Chicago presided at Tuesday's session.

Brainard Banquet Speaker

At the banquet, with Dewey R. Mason, Jacksonville, Fla., general agent, who soon takes the Syracuse agency, as toastmaster, President M. B. Brainard was the speaker. He told of the gradual transfer of all casualty holdings from Aetna Life to Aetna Casualty. It is a unique experience he thinks to see a large business being liquidated in this way. Aetna Life finds in the procedure that the reserves it set up for claims are more than adequate.

Aetna Casualty for the first six months made a handsome record. The two fire companies did not make the profit they did a year ago as the loss ratio is up.

The life business, he asserted, is not so pleasing in results. The opportunities now for profitable investment of funds are very limited so that 80 percent of new money is used to buy government securities whose yield is small. Many bond issues earning 5 percent have been called and new issues substituted at 3½. President Brainard sees no indication of interest rates stiffening. There has been no time so difficult to predict the future, he added, as now. Aetna Life's mortality, he declared is running about as high as it has been although on business written since 1928 it is more favorable. He acknowledged that the mortality is out of line but he also stated it will slowly swing to normal.

President Brainard emphatically said that in the Aetna Life organization everyone had the privilege of voting for such presidential candidate as he chose without fear or favor.

Wisconsin National Picnic

The Wisconsin National Life held a picnic near Oshkosh which was attended by more than 225 agents, home office employees and their families. The picnic was preceded by a conference at the home office attended by agents from five states.

J. C. Piver, Jr., to Seattle

The "Underwriters Report" of San Francisco announces that J. C. Piver, Jr., formerly secretary at San Francisco, has been made vice-president with headquarters in Seattle in charge of Washington, Oregon, Idaho and British Columbia.

WE ARE INCREASING OUR INCREASE OVER 1935

Country Life steps up its writing speed this year by individual agent improvement.

Better leads.

Better Buying Power.

But more important is a religious desire to attain a goal of \$100,000,000.

For further information about this low rate, low net cost company address

L. A. Williams, General Manager

COUNTRY LIFE INSURANCE COMPANY

608 South Dearborn Street
Chicago, Illinois

"best opportunity in the field"

An exact copy of part of a letter received from an agent who recently joined us.

"In the meantime I have been carefully studying the manual and some of the literature and I am certainly sold on the Company and its policies.

"I think this Company now offers the Salesman the best opportunity in the field, and I am speaking from a long experience in the business.

"I certainly expect to put this part of the State on the map for the Bankers Mutual Life Company."

Yours very truly,

I. B. D.

BANKERS MUTUAL LIFE CO. FREEPORT, ILLINOIS

Founded in 1907

EDITORIAL COMMENT

Effect of Sales Drives

While contests have a distinctly stimulating effect on most agents' production, there are quite a few able producers whose business takes a definite slump when they try to respond to the added pressure of a sales drive. It all depends on the individual salesman, as there are plenty of topnotch producers who do their best work under the urge of a campaign. Those who do worse rather than better under such conditions apparently have a natural selling gait and their efforts to push themselves beyond this gait by sheer force of determination only result in throwing them off their stride, in the same way that "natural" athletes may be hampered by efforts to eliminate their unorthodox idiosyncrasies and make them follow the standard pattern.

The NATIONAL CASH REGISTER COMPANY, one of the first organizations to go in for detailed and intensive sales

training, found out years ago that while highly standardized sales training works fine for most salesmen, there are some even in the top rank who go all to pieces when they try to conform to the practices that had been found to work best for the majority. Of course, if a man is not a particularly outstanding producer it may be better to abandon his present "natural" sales technique completely and rebuild it from the ground up along proven lines. But in the case of the experienced agent of marked ability who slows himself down when he tries to step up his sales efforts, it may be entirely futile to try to get him to conform, since his existing method is probably unconsciously built around some personal point of strength which a standard technique could not capitalize fully enough for the advantages to outweigh the drawbacks.

Getting a New Viewpoint

VERY often there is much to be gained in a change in one's psychological outlook. To jar one's opinion and get a new viewpoint is refreshing. The other day, for example, we heard of a field man who was unable to locate a good agent in one of the large cities. He was honest in his effort in trying to get a proper representative. He had become disheartened in his endeavors. He is a man of excellent caliber and is resourceful, yet he had not been able to accomplish the end that he desired at this

particular point. In order to demonstrate to him that something could be done, an official of his company asked him to join him in this city. The official was able to secure just the man that was desired. This convinced the field man that his tactics had been wrong. Now he goes forth with greater determination, knowing that what seemed impossible is possible and that perhaps his procedure had been wrong. At least now his courage is revived and his determination is strengthened.

The Spirit of an Organization

In his recent address given before regional meetings of the LINCOLN NATIONAL LIFE, President ARTHUR F. HALL summarized what he believes to be the spirit of his own organization. Mr. HALL's deductions are important because he has been very successful in building an all-round company harmoniously and symmetrically. At times the LINCOLN NATIONAL LIFE may have seemed rather daring in some of its objectives and yet as time has gone on, the wisdom of its pioneering is revealed.

While President HALL refers to his own company, the same elements that he believes make up company spirit which is an intangible asset, can be adapted to all as a measuring stick. The definite contributions which he finds create real company spirit, are loyalty, cooperation, progress, justice and confidence.

At the head of the list, President HALL places the spirit of loyalty, which he feels is essential to successful team

work anywhere. Cooperation is not only necessary in a head office but in the field and in the relationships between the field and home office. This cooperation should be encouraged not only in a small but a large office. Where a maximum amount of cooperation is achieved by an institution, friction disappears and then President HALL states one may sense a spirit of progress.

Reaching the spirit of justice, President HALL states that the interests of policyholders must be given first consideration.

Confirming the opinion of those who have watched President HALL, he stresses the necessity of continuity of management along aggressive and safe lines. There needs to be new blood injected into an institution and his opinion in that direction is shown in a paragraph from his address, which reads:

"In order to guarantee the expansion of the company in the future, comparable to the achievements of the past,

and to guard against reactionary measures and dangerous precedents which might arise if officials unfamiliar with our historic position were brought into the company, we have constantly invited into our official family outstanding young men whose development we

have had an opportunity to observe and to direct. This method of selecting future leaders, we believe, is our pledge of assurance that the business policies, which have brought us to our enviable position today, will continue to function indefinitely."

PERSONAL SIDE OF BUSINESS

T. B. Jones, general agent of the Life of Virginia at Newport News, Va., since 1909, died there following a long period of ill health. He joined the company in Newport News in 1904, as a weekly premium agent. One of the best known life men in the state, he was also prominently identified with Newport News political life and served two terms as mayor.

E. S. Albritton, Chicago general agent Provident Mutual Life, accompanied by his family, is on a month's fishing trip in Canada. He is expected to return about Sept. 1.

Eleven years of membership in the Consecutive Weekly Production Club have just been completed by **Bernard King**, general agent Lincoln National Life, Butte, Mont. He also has qualified frequently for his company's other honor clubs.

Manager **E. B. Dudley** and Assistant Manager **Fred L. Mason** of the life department of the Illinois branch of the Travelers, Chicago, have left on their vacation. Mr. Dudley is spending some time at his summer home in Minnesota on the Canadian border, while Mr. Mason is fishing in Michigan. They will both return about Sept. 1.

T. E. Hartmann, Newark general agent of the New England Mutual Life, urged revision of the parole system in New Jersey in a talk before the Newark Optimist Club. He is chairman of a committee making a survey of that system.

Clifford Manser, with the legal department of the Prudential for a number of years at the home office, has opened law offices in Madison, N. J.

Dr. Frank L. Truitt, 55, medical director and secretary of the Reserve Loan Life, died at a hospital in Indianapolis. He entered the practice of medicine in Indianapolis in 1905 and was named medical director of the Reserve Loan in 1914, being appointed secretary in 1934. His widow is a daughter of the late W. R. Zulich, who was president and treasurer of the company when he died three years ago.

Funeral services for **P. A. Bywaters**, 59, Dallas general agent of the Protective Life, were held there, with burial in Roxtan, Tex., his native city. He had represented the Protective Life for several years. His son, P. A. Bywaters, Jr., was associated with him in the agency.

President **Charles A. Moore** of the Liberty Life of Topeka recently returned to this country from Alaska, where he and Mrs. Moore visited Skagway and White Horse. Mr. Moore had

a sentimental interest in this trip as his brother Ira rushed into that territory in the rush of 1898. Returning to the Pacific Coast, Mr. Moore spent some time visiting the company's agency in Portland, Ore., then going to its San Francisco office, and then to Los Angeles. Manager E. J. Newbegin at Los Angeles presented Mr. Moore \$66,000 new business written by the agency in the previous 10 days.

Edwin Marshall, 68, a former official of the Excelsior Life of Toronto, died. Mr. Marshall became accountant of the company upon its formation in 1890, later becoming secretary and general manager. He retired in 1916.

S. W. Philpott, secretary of the Oklahoma Insurance Board, who is visiting general and home offices of fire and casualty companies throughout the central west and east, was formerly a life insurance man in Oklahoma City, being a salesman for the Mid-Continent Life of that city. He served it for 14 years and was regarded as a very good producer. He has taken an active part in bringing about reforms in the field. Secretary Philpott is considered one of the finest looking men in public life. He makes a good impression. He is a gracious and forceful speaker and has won a number of friends where he has gone on his visits.

R. G. Richards, agency secretary of the Atlantic Life, has devised a rapid old age benefit calculator so that those coming under the federal pension plan can quickly determine what benefits will be paid upon attainment of age 65. Mr. Richards feels that when persons start paying tax on their wages next January they will want to know what they can expect for their money in the way of old age income when they retire. Insurance agents can use the chart in selling those not included under the act and to show those covered the need for supplementing the federal provisions by life insurance. The calculator is sold by the Advertising Corporation of America, Easthampton, Mass.

Current interest in the Olympic games in Germany recalls the performances of **Morgan Taylor**, former Olympic star who is now demonstrating his championship caliber in life insurance salesmanship with the Quincy, Ill., agency of the Bankers Life of Iowa. One of the greatest hurdlers ever produced by an American college, Mr. Taylor was a member of the American track squad while he was still a student at Grinnell College in 1924. Four years later he was again on the American squad and again in 1932 he not only competed but was captain of the United States team. After serving for the last seven years as track coach and instructor at the Quincy high school, Mr. Tay-

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lor decided to make life insurance his career, since he long had leanings in this direction. He has averaged better than \$2,000 per application and has averaged an application a week or better since he joined the agency in June.

Thomas J. Hammer, director of agency service of the Protective Life, Birmingham, and last year's chairman of the Southern Round Table of the Life Advertisers Association, is also editor of the company's "Field Flashes," but he had nothing to do with the issue last week, put out by the office force during his absence on a tropical cruise with the company's leading agents. The issue was all about "Tom," including his picture, and carried expressions of esteem from more than 50 agents and employees, in tribute to his service for the company and its agents.

Dezso Garay of Cleveland, one of the honor men of the Ohio State Life who because of illness was forced to leave the agency convention party at Rochester, N. Y., and return to his home in Cleveland, thus missing the convention in Quebec, is reported to be improving at his home.

W. W. Whipple, one of the leading producers of the Midland Mutual Life, underwent an operation for appendicitis in a hospital in Columbus a few days ago. He was unable to attend the recent convention of his company because of illness, but is now improving.

F. L. South, manager for the Sun Life of Canada in Iowa and Nebraska, was married at Nashua, Ia., to Miss Helen LaCounte of Omaha. Mr. and Mrs. South will be at home in Des Moines after Oct. 1.

Orville Evans, general agent for the Northern Life of Seattle at Sacramento, Cal., died after a lengthy illness. He had been with the Northern Life since 192 and was the leading producer in 1927 and 1933.

T. P. McCormack, Aetna Life general agent at Cincinnati, is now supposed to have passed the crisis in his attack of pneumonia. Some days ago he slipped in a bathtub sustaining quite severe injury and pneumonia set in afterwards.

W. J. Sheehy of the home office agency of the Oregon Mutual Life automatically becomes president of the Leaders Club for the third consecutive year. This honor is accorded the agent who produces the largest volume of business during the club year. Mr. Sheehy has been a representative for Oregon Mutual Life for more than 23 years, and today he not only leads his company in production but he also ranks as one of the top producers in Oregon among all companies.



Modern AS A STREAMLINE TRAIN

Modern policies . . . modern agency contracts . . . modern agency helps . . . everything that is thoroughly modern is yours when you represent this young flexible company. There is real opportunity for you with the Modern Life. Ask about available territory in Minnesota, Oklahoma, Texas and Missouri.

MODERN LIFE
INSURANCE COMPANY
M. A. NATION, Vice-President & Secy.
St. Paul, Minnesota

NEWS OF THE COMPANIES

To Declare a Stock Dividend

Life & Casualty Directors Receive Report Showing Fine Increases During First Six Months

Cash dividend of 12½ percent and a stock dividend of 33⅓ percent have been recommended by the directors of the Life & Casualty of Nashville. Its gain in assets for the six months was \$1,142,292. Its net increase in surplus after paying \$35,547 cash dividend to stockholders Feb. 28, was \$520,674. Its assets are now \$16,445,564. Its net surplus is \$1,764,500. It has \$185,491,004 life insurance in force and \$245,124,000 travel and pedestrian accident insurance in force. Its net earnings for the first six months were \$520,674, which is more than enough to pay the 25 percent stock dividend in February next year. This will bring the capital up to \$1,000,000.

President Burton in his report to directors said that July was the greatest July in net increase in the history of the company, it being \$1,289.96. The capital is now \$600,000. Of its assets \$3,651,030 are mortgages, \$2,175,314 real estate, \$6,283,315 bonds, \$908,558 stocks, \$906,182 cash, \$1,558,710 policy loans.

Continental Assurance Ends Drive with Final Flourish

The Continental Assurance announces \$7,443,267 increase in insurance in force on a paid-for basis the first seven months of this year. The silver anniversary year closed Aug. 15 with a two weeks production drive that was 50 percent in excess of any two weeks this year.

Policy No. 1 in the Continental Assurance was written Aug. 15, 1911, for \$5,000 and became a death claim in 1928. Policies Nos. 2 and 3 were written on the following day for \$5,000 each and are still in force. Policy No. 4, written for \$1,000, is now a paid-up life insurance contract. Policy No. 5 lapsed off the books before it became a claim.

The jubilee celebration will be held at Edgewater Beach Hotel, Chicago, Sept. 16-18. Immediately thereafter President H. A. Behrens will escort a group of 25 high qualifiers on a trip to Bermuda. Race for ace honors runs close between Maurice C. Chier of Milwaukee and Andrew Wierengo of Muskegon. On written basis they closed the club year within \$2,000 of each other. Paid-for basis will determine premier position.

Reinsurance of Des Moines Company Now in Full Effect

DES MOINES, Aug. 20.—In the litigation over the reinsurance of the Union Mutual Life of Des Moines with the Occidental Life of Los Angeles, the Iowa supreme court denied a petition of J. Earl Chambers, a Union Mutual policyholder, for stay of judgment.

Chambers sought an order preventing the carrying out of the reinsurance contract on the grounds that at no time had the Union Mutual been found insolvent; that the court acted illegally in awarding the contract to the Occidental because no claim of insolvency had been proved, and that the proposed reinsurance contract would compel policyholders in the Union Mutual either to sacrifice their insurance for its cash surrender value or accept contracts to which they had not assented.

The reinsurance is now in full effect, according to the Iowa department. Commissioner Murphy, as receiver of the Union Mutual, has effected transfer of virtually all assets of that company

to the Occidental Life. W. F. Hosking, comptroller of the Occidental, will manage the Des Moines office for at least five years under the reinsurance contract, retaining as many Union Mutual employees as necessary to operate the office.

The reinsurance contract provides that the Occidental Life will assume full liability under policies of the Union Mutual of Iowa, and will pay all valid unsettled claims against the Des Moines company. Premium rates are to be reduced and policies are to become non-participating.

Reports on Illinois Concerns

The Illinois department has issued the examination report of the Mutual Benefit & Aid of Chicago, a fraternal, the Jefferson County Burial of Mt. Vernon, the Wabash Valley Mutual Benefit of Lawrenceville, and the Covenant Mutual Benefit of Lawrenceville, mutual benefit assessment concerns.

The Covenant Mutual shows assets \$11,189 and liabilities \$1,036. The income from Jan. 1 to June 1 was \$24,592, disbursements \$14,110.

The Wabash Valley up to June 1 showed income \$6,573 and disbursements \$8,801, assets \$2,632, liabilities \$196.

The Mutual Benefit & Aid shows assets \$148,246, liabilities \$10,817, certificate reserves \$581,613, total liabilities including certificate reserve \$592,441, ratio of solvency 12.9. It has investments which do not conform to the Illinois laws. The department states that it should take steps to readjust its rates so that it will become 100 percent solvent in accordance with the Illinois fraternal act. It writes life, sick and accident benefits. It has \$2,173,500 insurance in force.

The Jefferson County Burial of Mt. Vernon shows assets \$1,260, liabilities \$1,560.

State Mutual Experience

The State Mutual Life has just released a study comparing its experience in the loan and surrender departments for the first half of this year with the similar period of 1935. The figures show a reduction of 21.4 percent in total loans completed, the actual reduction in initial loans being 14 percent.

Partial repayment figures also have shown a large increase, being 17.2 percent greater than last year. There was increase of 13 percent in loans paid in full and decrease of 1871 in total number of loans on the books since Jan. 1. Number of policies surrendered is 31.4 percent less than in the first half of 1935. Cash value of surrenders also decreased 30.5. Face value of insurance which went off the books, including additions, decreased 36.4 percent.

New Zenith Life Setup

AUSTIN, Tex., Aug. 20.—Management and operation of the Zenith Life has been taken over by Emery H. Hughes and associates. The company has opened offices at 428 Liffelield building, with Mr. Hughes as president and treasurer; J. A. Thompson, vice-president, and C. M. Kella, secretary. It is chartered to write life, health and accident insurance.

National L. & A. Record

The achievement of the National Life & Accident in passing the \$500,000,000 mark, announced last week, was marked by an increase of \$44,000,000 in force for the year to date as against an increase of \$58,831,398 of insurance in force for the entire year of 1935. A considerable share of this year's outstanding record, the largest in the company's history, is due to the approaching

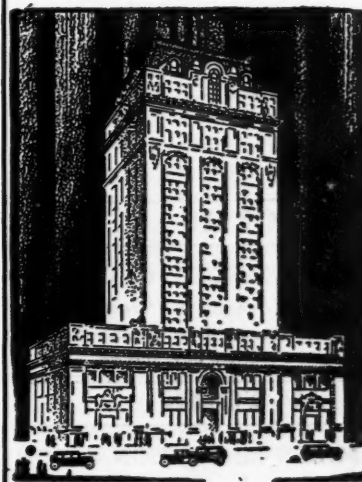
QUALIFICATIONS

- FIRST 10 among the first ten largest Accident and Health producers in U. S. A.
- 49 YEARS OF EXPERIENCE IN THE BUSINESS
- FINANCIAL STRENGTH AND REPUTATION AS GOOD AS THE BEST.
- POLICYHOLDER'S SURPLUS OVER TWO MILLION DOLLARS.
- TRULY A PIONEER COMPANY IN THE FOLLOWING LINES:

- Group Accident and Health
- Commercial Accident and Health
- Monthly Premium Accident and Health
- Railroad Installment Health
- Also designer and builder of special coverage to fill special needs
- And non-participating Life

TERRITORY

Operating from coast to coast with territory still available for agents who are qualified to properly represent a Company with such qualifications.



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 THE BOURSE PHILADELPHIA

celebration of the 35th anniversary of its founding by the same five men who occupy its senior executive positions today. They are C. A. Craig, chairman of the board; W. R. Wills, president; C. R. Clements, executive vice-president; T. J. Tyne, vice-president and general counsel, and R. E. Fort, vice-president and medical director.

Mr. Wills attributes the success of the company to improved business and employment conditions, to careful training of its agents in its own courses, and to aggressive selling and modern advertising methods.

More than 700 of the company's 3,000 agents have been invited to Nashville for the 35th anniversary celebration early in February.

Now Badger State Mutual

After being known as the G. U. G. Germania for 48 years, the organization at its annual convention in Sheboygan voted to change its name to Badger State Mutual Life. The organization is one of the oldest German fraternal in Wisconsin. Main offices are located in Milwaukee. Officers were reelected as follows: President, Adam Muth, Milwaukee; vice-president, John N. Landgraf, Chilton; secretary, Charles Wolf, Milwaukee; trustees, Charles Brueggeman, Albert Eckert, John Schnidler, Bert Gergmann and Herman Sutter, Sr., all of Milwaukee.

Mutualization Step Approved

RICHMOND, VA., Aug. 19.—In accordance with the plan of mutualization of the Shenandoah Life of Roanoke, Va., the Virginia corporation commission has approved the company's purchase on the Richmond stock exchange of a maximum of 1,000 shares of its stock at par value of \$10 per share.

Company Men

Goes to Great American Life

Alford Gustafson Has Been Appointed General Sales Manager of San Antonio Company

Alford Gustafson has been appointed general sales manager of the Great American Life of San Antonio.

He entered life insurance work in Indianapolis in 1923 after serving as district sales manager for an electrical manufacturing firm. His success with the electrical firm drew the attention of Herbert M. Woolen, president of the American Central Life, and it was as a result of that contact that he entered life insurance work. He rose to field superintendent and shortly thereafter was made chairman of the agency committee, then agency director of the Lamar Life. In 1932 he resigned to become branch manager of the Union Central Life in Louisville which position he has just left to join the Great American.

He is a native of Boston, was educated at Dartmouth, where he actively participated in football and other sports.

Gurley Named President

A. M. Gurley, Sr., has succeeded James A. McVoy as president of the Liberty National Life, St. Louis. Mr. Gurley's son, A. M. Gurley, Jr., is secretary-treasurer. Mr. McVoy at one time was president of the Central States Life.

Old Line Life's Picnic

About 200 employees of the Old Line Life of Milwaukee attended the annual picnic at Brown's Lake, Wis. A highlight of the event was the baseball game between teams representing the life department and the accident and health division. Golf and other sports were also provided, with dinner in the evening followed by dancing.

LIFE AGENCY CHANGES

Union Mutual Names Sprague

Succeeds Late J. Everett Hicks at Boston; Was Associate Manager for 10 Years

D. E. Sprague has been named manager of the Boston agency of the Union Mutual Life to succeed the late J. Everett Hicks.

Mr. Sprague has been with the Boston office since 1917, the last 10 years as associate manager. He has long



D. E. SPRAGUE

held a leading position as a personal producer. He is an active member of the Boston Association of Life Underwriters and is a former president. He is well known to life men throughout the country as he has acted as song leader at several National association conventions and will do so again at the Boston meeting next month.

The Boston agency was the first opened by the Union Mutual, in fact the company's first policy was sold through it. Since 1848 the office has been in continuous operation. Arthur W. Dudley is associate manager and Robert E. Turner of Walpole, Mass., is district supervisor.

Organization Work in Illinois

The Great-West Life has opened a branch at Carbondale, Ill., with Carl Sichling, former district manager, as head of the branch. The Carbondale office will have all southern Illinois. He has been district manager at Carbondale for the last five years. Recently the company appointed Earl M. Schwemm as manager in Chicago and that office has the northern part of the state.

H. F. Bennyhoff, district manager at Vandalia, Ill., has taken charge of agency development at Decatur. He has been personal producer and organizer. He went with the company in June of last year.

Names Grusendorf at Austin

The Provident Life & Accident has appointed Irl H. Darr of Russellville assistant manager at Fort Smith, Ark., under W. C. Davis, district manager. The district comprises 17 counties in northwestern Arkansas.

Darr Assistant at Fort Smith

The Equitable Life of New York has appointed Irl H. Darr of Russellville assistant manager at Fort Smith, Ark., under W. C. Davis, district manager. The district comprises 17 counties in northwestern Arkansas.

Bay State Agencies Merged

New England Mutual Combines Pittsfield and Springfield Units in Charge of W. B. Robbins

The New England Mutual has merged its agencies at Pittsfield and Springfield, Mass., with headquarters at Springfield. This new arrangement will be under the direction of Winthrop B. Robbins, who since Jan. 1, 1935, has been general agent at Pittsfield. He is well known in Springfield, where for 11 years he was agency manager for another company.

The New England Mutual continues its present office at 74 North street in Pittsfield, in charge of Oscar F. Haffner, supervisor, but premium notices will be sent from and premiums paid to the Springfield office, which has been moved into new and much enlarged quarters in the Security building, 44 Vernon street.

Clarence C. Horne, for 16 years general agent in Springfield, has resigned to devote himself exclusively to personal business. He will continue as associate general agent at the Springfield address.

Changes Made by Occidental

New Agency Heads in Reno, Fresno and Hutchinson; Two Co-General Agents Named

The Occidental Life has appointed J. C. Sellers of Dallas as branch manager at Fresno, Calif., succeeding F. S. Whalen, who resigned to become agency organizer and trainer for the Oakland agency of the Occidental. Mr. Whalen entered life insurance salesmanship in 1930 as an agent of the Northwestern Mutual at Fresno and joined the local Occidental organization in 1934, of which he was appointed manager a year later. Mr. Sellers entered the business immediately after leaving college—going with the Metropolitan Life and quickly advancing to a position in charge of a branch office at St. Petersburg, Fla., where he achieved a fine record in development of new men. From 1931 to 1934 he was sales supervisor for the National Equity of Little Rock, Ark., later resigning to accept a similar position with Republic Life of Dallas, where he was soon made agency director. He resigned this position to join the Occidental.

M. M. Waddle has resigned as state manager at Reno, to return to the company's service in California and V. R. Harlan, former home office agency unit manager at Los Angeles, has been appointed branch office manager at Reno. Mr. Harlan entered the business in 1932 with the Hamilton National Life, which was subsequently absorbed by the Occidental. His efforts were devoted wholly to personal production until Jan. 1, 1936, when he was made a unit manager of the home office agency. Mr. Waddle will be assigned to a new post in California not yet decided upon.

The Occidental has established a new general agency for southeastern Kansas, with headquarters at Hutchinson and has appointed H. H. Cecil general agent. The new agency will include nine counties. Mr. Cecil has been in the business over 30 years, starting as an agent of the Metropolitan Life and advancing to manager. Subsequently he went with the Lincoln National as general agent, later resigning to engage in agency work for the Kansas Life of Topeka, and thereafter becoming agency organizer for the Capitol Life.

D. E. Carnahan has been made co-general agent at Des Moines, associated with his brother, T. D. Carnahan. As

a life insurance team the Carnahan brothers are practically inseparable. Tom has been in the business in Iowa nearly twenty years and prior to accepting the Occidental Life appointment was supervisor for the Mutual Life of New York in Des Moines. Dwight went to Los Angeles in 1926 and for the past 10 years has represented the American National Life of Texas in Los Angeles, San Francisco and Seattle, serving as superintendent of agencies and home office inspector. More recently he has had charge of development of the East St. Louis agency.

Wayne Vickers has been named co-general agent for the Eureka, Calif., agency with Elmer F. North, who has represented the company as general agent there for the last four years. The new agency will operate as the North-Vickers company, general agents, and will have charge of development of Humboldt, Mendocino and Del Norte counties.

Mr. Vickers is 38 years old, a native of Kansas City, and went to California as a boy. He served in the navy during the world war and has been in the automobile business for many years, serving recently as district manager of the California State Automobile association, from which he resigned to go-with the Occidental.

Harris to San Antonio

Dan S. Harris, for 6½ years state agency manager of the Atlas Life at Little Rock, Ark., has been transferred to San Antonio, Tex., as southwest Texas agency manager, with offices at 614 South Texas National Bank building.

Merrifield Has Own Agency

John Merrifield, Jr., has opened a general insurance agency at 500 Ashmun street, Sault Ste. Marie, Mich. He has been for about 1½ years manager at Detroit for the New Era Life and before that was manager at Sault Ste. Marie for that company. Previously he was connected with the Metropolitan Life at Sault Ste. Marie. He graduated from Michigan College of Mining & Technology in 1932.

Great-West Life at Duluth

Robert McCondach has been appointed district manager of the Great-West Life at Duluth. He has been in many capacities with the company during the last few years and has spent the greater part of his time in branch offices, more recently at Minneapolis. He entered the service of the company 13 years ago.

A. L. Beck with National, Vt.

The National Life of Vermont has appointed A. L. Beck general agent in Buffalo, N. Y., with offices at Genesee building.

Mr. Beck has a background of 13 years of successful personal salesmanship, a thorough knowledge of the Buffalo territory, and a wide acquaintance among its people. He was an agent and more recently an assistant manager of a large eastern company.

Life Agency Notes

Ralph C. Deas has been appointed district manager for the Connecticut Mutual Life, with offices at 118 8th street, Augusta, Ga.

Wiley Pendleton, formerly general agent in Kansas City, Mo., for the Home Life of New York, has entered personal production for the Provident Mutual. R. W. Steckler, general agent of the Security Mutual of Nebraska at Topeka, Kan., has joined the Provident Mutual there as a personal producer.

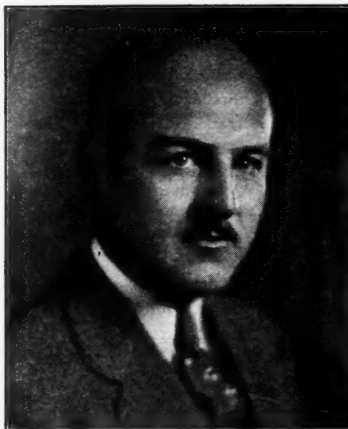
New Coast Commissioner Entry

SEATTLE, Aug. 20.—Col. George B. Lamping, prominent Seattle insurance man, was an 11th hour entry for Washington insurance commissioner on the Republican ticket. He is a brother of Sam B. Lamping, Seattle manager of the General group.

Shifted by Home Life of N. Y.



L. L. HOWE



F. J. LYNCH

The Home Life of New York is opening a general agency in Chicago headed by L. L. Howe, who for two and one-half years has been its general agent in Minneapolis. This is the second Chicago unit to be opened by the Home Life this year. The first was installed in March, with Kaare Krogh and F. B. Fairbairn in charge. Succeeding Mr. Howe in Minneapolis is F. J. Lynch, whose appointment is also currently announced by the New York company, effective at once.

Mr. Howe entered in the life insurance business in 1932. A native of the middle west, he went into the investment security business on graduation from

Coe College, Cedar Rapids, Ia. He took up life insurance in 1932 as an agent, later being made supervisor, and went with the Home Life as its Minneapolis general agent early in 1934.

F. J. Lynch, Mr. Howe's successor in Minneapolis, has been in the life insurance business since his graduation from Holy Cross College in 1923. Mr. Lynch was transferred to Illinois in 1925 where he was successful both as producer and supervisor. He has resided in Minneapolis for the past eight years.

The Minneapolis office will continue at 109 South 7th street, and the new Chicago Agency will be located in the One La Salle Street building.

As Seen From Chicago

BEHR IS LUSTGARTEN LEADER

With a total volume of \$1,213,078, Louis Behr was production leader for the first six months of 1936 in the Lustgarten agency Equitable Life of New York, Chicago. Mr. Behr also led in number of cases, with 64, and in paid premiums. John Morrell, with \$850,420, was second in production and was also second in paid premiums. Mr. Behr also led in production in June with volume of \$221,250 and was first in paid premiums, with John Morrell second with volume of \$73,500, he also being second in paid premiums.

BESSER HAS NEW SERVICE

The E. E. Besser agency of the Lincoln National Life, Chicago, has initiated a new service to handle its corporation and partnership insurance accounts. Gordon C. Hamilton has been put in charge and will conduct both consultation and field service. He has had 40 years experience with various industrial corporations, specializing in corporation and partnership setups, and at one time was with the Heifetz agency of the Mutual Life of New York, Chicago.

COMPETITORS OFFER ASSISTANCE

Equitable Life of New York managers in Chicago have been receiving quite a few 'phone calls from general agents of other companies offering to help in setting at rest any doubts that might be aroused among policyholders generally by the mailing of a circular directed against the Equitable. These circulars are being broadcast by Sydney Chanock of Chicago, who is in the real estate business. He is greatly aroused over the recent newspaper publicity given the Equitable's foreclosure proceedings in Sunnyside, Queens, New York City. This was a case where the property owner, while collecting rents from the occupants of the other half of

his house, nevertheless refused to pay anything whatever on the mortgage held by the Equitable, or on water rent or taxes.

THURMAN STILL LAID UP

E. B. Thurman, Chicago general agent of the New England Mutual Life, has been confined to his home at 2905 Harrison street, Evanston, Ill., following an automobile accident while he was driving home from Louisville with his family. He was injured internally and also there is paralysis of some of the muscles of the larynx so that he can only talk with a whisper and with considerable effort. He is able to get about and has been to his office once or twice but soon tires. His two children were badly injured but Mrs. Thurman escaped with only surface bruises. It will be some time before Mr. Thurman will be able to attend to his duties in full.

BUSINESS INSURANCE DEMANDS

Chicago managers find that business and corporation insurance is having an upturn. Business enterprises are getting adjusted to the new regime and are now branching out. Therefore, with a business getting more profitable the importance of key men is appreciated. There has been considerable dullness in this particular line but now there is an upturn.

WILL COLLECT TAX FROM BROKERS

Corporation Counsel Hodes of Chicago announces that he will ask the court to dissolve an injunction that was issued in 1933, restraining the city from collecting an annual license of \$25 from each insurance broker in Chicago. The injunction was issued on the basis of a decision of the Illinois supreme court to the effect that since the state had passed regulations for brokers and licensed them, the city could not perform

the same function. Mr. Hodes is proceeding now upon the basis of the new agents and brokers licensing law of Illinois which mentions specifically that the power of the city to license brokers is not impaired. Mr. Hodes states that he will attempt to collect the back license fees, in view of the fact that the agents and brokers licensing law of Illinois under which the city was prohibited from collecting fees, was declared unconstitutional about the middle of June of this year.

Mr. Hodes is banking on Paragraph 26, which is the final paragraph, in the new agents and brokers license law in Illinois which became effective July 1, and replaced the old law that was declared unconstitutional about the middle of June.

Paragraph 26 reads:

"Nothing in this act contained shall affect the power of cities and villages to tax, license and regulate insurance brokers. The requirement hereof shall be in addition to the requirement of any existing or future ordinance of any city or village so taxing, licensing or regulating insurance brokers."

Paragraph 26 was inserted in the qualification law at the last minute upon orders from the Chicago city hall. Brokers who were in Springfield at the time were aware of the move but they decided not to jeopardize the chance

YOUR RECRUITING PROBLEM SOLVED!



Cada Plan Actually Solves Recruiting Problem

COMBINING Retirement Income with Family Protection in an attractive package appeals to the prospective agent. He quickly grasps the significance of the COIN-A-DAY PLAN.

A simple emotion-arousing IDEA that he understands requires no complicated schooling before he is able to step into the field and actually begin to earn an INCOME.

Men responsible for recruiting good men are alive to the BIG IDEA behind the CADA PLAN.

CADA BANKS will quickly build productive new organization.

Send Coupon or Write

CADA SALES SERVICE

325 W. MADISON ST.
CHICAGO, ILL.

Please send me CADA "Coin-A-Day" Accumulators. I am enclosing \$1.00 Per Bank.

NAME _____

ADDRESS _____

CITY AND STATE _____

Only \$1.00

for enactment of the bill at that stage by making a fight against the Chicago city hall amendment. They told the representative of the corporation counsel who brought the amendment to Springfield, that they would not block the move if the city hall would agree to permit the brokers to have a voice in drafting an ordinance governing the licensing of brokers in Chicago.

The announcement of Corporation Counsel Hodes that he proposes to collect \$25 fees and back fees is not taken seriously by the brokers. They feel that he is merely opening up the subject and that in the course of time an ordinance will be passed.

The leaders among the brokers believe that nothing will be done until after the election in November. They are willing to be licensed by the city and pay a fee if under the ordinance, some sort of qualification would be required of licensees and that it would not be merely a revenue measure. There are about 5,000 brokers in Chicago.

Representatives of the brokers' association conferred on Tuesday with Mr. Hodes on this matter.

* * *

FEW BUSINESS SCHOOL GRADUATES

College graduates with specialized business training, always considered good material by fire and life company officers, are now in such wide demand that it is extremely difficult to find good men among recent graduates. Competition for their services is keen among nearly all lines of business and it is said that it is virtually impossible to engage a Harvard business school graduate as they are all signed up by various firms before they reach their senior year.

W. A. Alexander & Co. of Chicago, which does a large business in general coverage and life insurance, has had a favorable experience bringing in business school graduates, keeping them in the office for a time, and then having them go out and solicit business. A recent checkup showed that of the 20 leading producers in all lines only four were not former employees of the office.

* * *

POLITICS THE CHIEF SUBJECT

Insurance salesmen find that politics is the main subject of conversation these days and the proponents of either of the presidential candidates are usually very militant in their views. Most agents are pursuing a diplomatic course and are not engaged in controversies. Naturally many prospects use the fact that this is presidential year, put off purchasing insurance saying they will wait until after election to see which way the country is going. A few agents are endeavoring to proselyte for one or the other of the candidates. All regard the situation as ticklish and feel that any position that a man takes may lead him into an embarrassing situation.

Two Speakers Are Announced for Advertising Conference

At the Insurance Advertising Conference's annual meeting at the Westchester Country Club, Sept. 14-16, Colonel Harold Fowler, deputy police commissioner of New York, will detail the methods and results obtained in New York City in its present safety drive to keep down street accidents.

Another speaker will be J. A. Robinson, insurance manager of McKesson & Robbins, Inc., of New York, who will discuss the buyer's attitude towards all forms of insurance.

Bruchholz in Europe

Frederick Bruchholz, agency director New York Life and president Chicago Association of Life Underwriters, is vacationing in Europe.

Settlement Options Slide Rule. \$1.50. Diamond Life Bulletins, 420 E. 4th St., Cincinnati.

SALES MEETINGS

Novel Convention Features

Agents of Central Life of Illinois Entertained in Unusual Style by President Alfred MacArthur

The Central Life of Illinois held its annual agency convention in Chicago Monday, Tuesday and Wednesday of this week.

The convention was opened by Ralph M. Waterbury, director of agencies. President Alfred MacArthur, Wilbur Johnson, vice-president, and S. B.



ALFRED MACARTHUR

Bradford, secretary, gave addresses. In the afternoon, the conventioners were entertained at a ball game and in the evening at George White's Scandals.

Tuesday morning, the strong note of instruction was the various technical aspects of the business. Considerable benefit was derived from the exchange of personal experiences and illustrations used in sales.

In the afternoon a tour of the city was taken, visiting various points of interest, and winding up at the farm home of President MacArthur, west of Lake Forest, where a supper was served in the open air. Everyone was required to broil his own steak at an old-fashioned barbecue pit. The party adjourned to the house where a movie was presented, with special sound equipment. An interesting and personal feature was involved in the selection of the reel which was "The Scoundrel," recently written and produced by Charles MacArthur, a brother of Alfred MacArthur, and Ben Hecht.

Wednesday morning was employed in the home office in special conferences.

Tri-State Agency Conference

The Tri-State Agency of the Equitable Life of New York held an educational conference in Salt Lake City with about 75 agents and officials in attendance. J. H. Harrop, agency manager, was chairman of the gathering, which featured a "militant morale" theme. Special guests were F. R. Amthor, supervisor of agents' training, and W. H. Glines, superintendent of agencies western department.

The agency embraces Utah, Idaho and Montana, with parts of Wyoming, Oregon and Nevada.

Texas Prudential Convention

The Texas Prudential of Galveston will hold its convention of ordinary department agents at Mineral Wells, Sept. 3-4. Josh Lee, Democratic nominee for United States Senator from Oklahoma, will be the principal speaker.

Illinois Bankers Life Rally

Annual Convention of Leaders Club Is Held in Chicago—L. H. Kaufman Is New President

With 132 agents and home office executives in attendance, the Leaders Club convention of the Illinois Bankers Life was held this week in Chicago. New club officers installed at this meeting include: L. H. Kaufman, Wichita, Kan., president; J. E. Etheridge, Conway, Ark., vice-president life department; E. P. Bock, Cape Girardeau, Mo., vice-president commercial division, accident and health department; A. W. Barnes, Monmouth, Ill., secretary.

The installation was conducted at the opening of the first session by Vice-president Karl Korrad, who also awarded prizes for production results. Alfred MacArthur, president Central Life of Illinois, gave the address of welcome. President W. H. Woods of the Illinois Bankers extended greetings to the field force. Hugh T. Martin, general counsel, spoke on "Our Company," and Levering Cartwright, assistant managing editor THE NATIONAL UNDERWRITER, "A Word from the Press."

At the afternoon session, Harold R. Gordon, executive secretary Health & Accident Underwriters Conference, spoke on the opportunities for selling accident and health insurance.

Accident and Health Topics

O. F. Davis, assistant director of agencies and manager of the accident and health department, presided at the second day's session, in which accident and health topics were especially featured. Speakers at that session were G. G. Swisher, field supervisor; F. L. Hildebrand, Kansas City general agent; W. M. Chittenden, field supervisor; W. O. Hulsey, Oklahoma City general agent; W. R. Martin, field supervisor, and Dr. H. G. Ebersole, associate medical director. Discussion leaders included L. L. Caldwell, general agent; H. D. Davis, manager Indianapolis district office; E. J. Colleran, military department; H. D. Ownby, Paris, Ill.

Mr. Korrad presided again at the third day's session: Speakers were C. C. Doyle and J. M. Fouts, field supervisors; D. T. McKellar, general agent, Vandalia, Ill.; A. W. Barnes, advertising manager; E. W. Lindvall, general agent, Waukegan, Ill.; G. H. Lilley, manager conservation department; L. H. Kaufman, Wichita, Kan.; H. G. Sellman, actuary; W. B. Bauman, military department; Mr. Davis and Mr. Korrad. Discussion leaders were J. F. Wilson, Harrisburg, Ill., and L. L. Williams, Chicago.

Vice-president E. H. Henning was the chief speaker at the banquet, at which Mr. Korrad was toastmaster.

Mr. Henning pointed out that there has been a continuity of management in the company, since President W. H. Woods has been connected with it since it was organized in 1897 and Dr. J. R. Ebersole, vice-president, joined the company shortly thereafter. Hugh T. Martin, general counsel, A. T. Sawyer, secretary, and Dr. H. G. Ebersole came with the company later. He expressed the belief that life insurance business is gaining new speed and momentum and he predicted that the next few years will be abundant. The guests were entertained by A. F. Briesse who put on a banquet hoax.

American Life of Detroit in Educational Conference

With 130 attending, the midsummer educational conference of the American Life of Detroit was held there. Jay S. Garman, vice-president and director of agencies, presided. Field men from

Michigan, Iowa, Pennsylvania and Oklahoma attended.

The first day's program included a symposium on sources of new business, discussions of reasons for the maintenance of a consecutive weekly production club and on business insurance and the opportunities it offers at the present time. E. H. Marshall, supervisor of agencies, and J. H. Rohm, actuary, were speakers.

First honors for production went to D. D. Duskin of Oklahoma and second to W. W. Wooden, Pontiac, Mich. A managers' conference, with Mr. Garman presiding, closed the meeting. M. C. Gardner talked on "Contacting New Men Through Advertising and Direct Effort"; Byron Ayres, supervisor, on "Contacting New Men Through a Life Insurance School and Selling the New Man the Business," and Raymond Eoland, supervisor, on "Establishing Efficient Selecting Standards and Organizing the Agency for Efficient Recruiting Activity."

Forty-five members of the \$100,000 Club were the guests on a boat cruise from Detroit to Niagara Falls. W. W. Wooden is president and Ray Saffron of Detroit secretary of the club.

Producers at Atlantic City

Home Office Men Address Eastern Conference of Columbian National Life Leaders

The Eastern Star Producers Club conference of the Columbian National Life was held at Atlantic City. The three day meeting was opened by Vice-president A. A. McFall, with the following home office men also on the program: Dr. H. W. Crawford, medical director; Carl C. Mullen, assistant secretary, who outlined the company's investment program; T. T. McClintock, manager service department; W. R. Beardslee, agency supervisor, and L. L. Howard, advertising manager, who gave a sales demonstration; Norman M. Hughes, vice-president and secretary, who discussed "Future Trends of Life Insurance," and John Y. Ruddock, actuary, who spoke on home office procedure.

At the first day's session, "Sales and Service" was discussed by Maynard Swift, recently appointed supervisor for Maine, and W. R. Cooper, life manager of the Lawson agency at Boston, brought out features of the Columbian National's new policy "The Minute Man." J. A. Robertson, Pittsburgh general agent, spoke on estate planning.

The second day's program was opened by General Agent H. A. Shearer, Boston, with the following included on the rest of the program: Martin W. Lammers, manager Continental American Life at Philadelphia; V. H. Chasey, Rochester, N. Y., general agent; F. W. Ladue of the Ladue-Beardsley agency in New York City; T. R. Harrigan, manager accident department Shearer agency, Boston.

Motion pictures were shown of Bermuda, the next Star Producers Club conference scheduled to be held there. The western meeting of the club will be held at the Edgewater Beach Hotel, Chicago, Sept. 10-12.

Occidental Life Club Meets

The Los Conquistadores Club of the Occidental Life of California completed its first club year with 119 qualified members, including producing agents, general agents and branch office managers. The club held its first convention Aug. 19-21 at Lake Tahoe, with more than 150 in attendance, including a substantial home office delegation and a few guests.

C. E. Cleeton, Los Angeles general agent, became club president by producing the largest premium volume. Verner Leckie of the H. M. Leisur-

agency, Los Angeles, won the vice-presidency by his high persistency record. R. E. Burson, Stockton general agent, won second vice-presidency, the honor on a combination of persistency and large average cases.

Lamar Life Agents on Trip

A pleasure trip of 2,000 miles comprised the agency convention of the Lamar Life, attended by members of the All Star production club and their guests. The trip was made in special air-cooled Pullmans and included visits to the Texas centennial at Dallas, San Antonio, Tex., Monterey, Mex., and New Orleans. After a three-day visit in Dallas, a bus tour was made of San Antonio, including a visit to the famous Alamo and other places of interest. The trip to Monterey, Mex., was also made by bus. The party stopped off at New Orleans on the return trip. W. D. Owens, vice-president and secretary, was in charge of the trip with E. Reddick, San Antonio district manager, arranging details and acting as host from San Antonio to Monterey.

Canada Life Clubs Meet

The joint convention of the eastern sections Quarter Million and Century Clubs of the Canada Life was held at the Seignior Club, Montebello, Que. Most of those present were agents and managers who had qualified. Recognition was made of successes in the most recent production campaign,

of consistent personal production, and of individual long service records. A new "Millionaires" Club was announced, comprising representatives who have \$1,000,000 or more of business in force. Sight-seeing drives, a picnic outing, golf and tennis tournaments, and bowling, boating, swimming and riding featured the recreation program.

The 1937 Quarter Million Club will meet at White Sulphur Springs, W. Va., next April.

Provident L. & A. Meeting

Plans are complete for the life department agency convention of the Provident Life & Accident at the Ambassador, Atlantic City, Aug. 25-27. A highlight of the gathering will be a review of the 1936 production record, showing through the end of July a gain of over \$11,000,000 in life insurance in force.

Two agency clubs will be honored, the President's Club, members of which will be accompanied by their wives as company guests, and members of the Provident Century Club.

Agents will have charge of the first day's business session, while the home office will handle in dramatized methods the business session for the second day, "Quality Business" being the underlying theme of both programs.

Dr. Gus W. Dyer, professor of economics and sociology at Vanderbilt University, Nashville, is to be the principal speaker at the banquet Aug. 25.

Madison Agency Convention

The Reitan-Lerdahl & Co. agency of Madison, Wis., held its first agency convention in that city. Greetings were extended by Commissioner Mortensen of Wisconsin, other speakers including B. N. Woodson, assistant to the president Mutual Trust Life, Chicago, and James E. Powell, vice-president Provident Life & Accident. Entertainment included a golf tournament at Nakoma Country Club, prizes being awarded at dinner in the evening.

Canadian Floating Conventions

Two Canadian companies have made arrangements for floating conventions. The North American Life, Toronto, will convey a party of 200 headed by Thomas Bradshaw, president, by water to Montreal, Quebec and Murray Bay, followed a few days later by representatives of the Dominion Life, Waterloo, Ont., who will sail on the St. Lawrence to Murray Bay.

Amicable Life Club Officers

Officers of the 1936 \$100,000 Club of the Amicable Life of Waco, Texas, are: Inman Roberts, Waco, president; Clarence Tillman, Corpus Christi, first vice-president; Jack Foster, San Antonio, second vice-president, and Geo. E. Nowotny, New Braunfels, Tex., secretary.

The principal speakers will be W. H. Fledderjohann, president; C. L. Corkwell, vice-president and counsel; C. C. Kunkle, vice-president; Carl J. West, actuary, and Edwin Fledderjohann, secretary.

Liberty Life Anniversary Party

At the anniversary luncheon in Columbia, S. C., of the Liberty Life of that city, President W. F. Hipp reported the premium income in the last 12 months increased \$150,000. One of the speakers was Commissioner King of South Carolina.

Other speakers were W. E. Gonzales, publisher of the "Columbia State," and William Lykes, secretary chamber of commerce. The luncheon marked the 17th anniversary of the Liberty Life.

Montreal Life Convention

So successful was the first national managerial convention of the Montreal Life, held in Montreal, that it was decided to make it an annual gathering.

Main portion of the three days' con-

ference was devoted to the reading and discussion of the following papers: By the home staff: agency accounting, J. A. Toller, assistant secretary; revivals, loans and changes, H. C. Dunkley; policy department routine, C. E. Moore; family protection, disability benefits, and occupational rating and underwriting, H. B. Wickes. By managers: recruiting and training, J. A. Gigue, Quebec; programming, George French, Montreal; Sales Research Bureau school at Chicago, Cyril Gardner-Smith, Vancouver.

Officials at Newark, O., Meeting

Dr. C. E. Schilling, vice-president and medical director of the Ohio State Life, and Frank L. Barnes, agency vice-president, spoke at a meeting of the Newark, O., agency at Buckeye Lake Monday. C. S. Schilling, Newark general agent, was in charge.

ASSOCIATIONS

Rowland Named Secretary of the Texas Association

DALLAS, Aug. 20.—The official family of the Texas Association of Life Underwriters was completed with the appointment of A. A. Rowland of Dallas, as secretary-treasurer. The appointment was made by Ricks Strong, Dallas general agent of the General American and president of the Texas association.

Mr. Rowland, who has just been appointed northeast Texas manager by the Life of Virginia, has been active in life underwriting circles for more than five years and always has taken an active part in development of the local and state associations. He is secretary-treasurer of the Dallas Managers & General Agents Association and a director of the Dallas Life Underwriters Association.

* * *

Charleston, S. C.—Lewis Milam has been elected president.

* * *

San Francisco.—Headed by T. A. Gallagher, president of the association; Phil G. Young, national trustee; and Karl L. Brackett, national executive committee-man, delegates from San Francisco to the National association meeting will include C. W. Peterson, former national trustee; A. J. Cawley, R. A. Gimes, E. G. Jones and Miss Alice V. Small, advisory chairman of the women's committee of the San Francisco association.

* * *

Cincinnati.—P. F. Hoisington, executive secretary of the Cincinnati Life Underwriters Association, has resigned to devote all of his time to radio broadcasting work, to which he has been giving part of his attention. Mr. Hoisington's duties have been assumed by J. W. Austin and L. R. Clark, respectively secretary and treasurer.

Members voted to reduce annual dues from \$15 to \$10. They may be paid \$6 semi-annually.

Oklahoma Insurance Board Is Pushing Some Reforms

The Oklahoma Insurance Board, which is composed of Insurance Commissioner Jess G. Read, who was elected to office, and two members appointed by the governor, has been bringing about uniformity in the state. The secretary is S. W. Philpott, who was formerly an agent of the Mid-Continent Life of Oklahoma City in its head office, serving for 14 years. The board came to the conclusion that there should be more uniformity in fire insurance rates and hence ruled that there can be no further deviation from manual. Then it brought about uniformity in automobile personal liability and property damage policies, adopting the standard form for all com-

panies and requiring such a contract to be used. Furthermore the members started to weed out the incompetent and inefficient local agents. At one time there were 5,000 casualty and fire agents in Oklahoma and the number has been reduced now to about 3,900. There are probably 5,000 life agents operating in the state.

The board has not undertaken yet to improve conditions in the life insurance field but undoubtedly it will tackle the subject later on.

R. B. Anderson, Dallas general agent Atlantic Life, has moved his headquarters from the First National Bank building to the Dallas Bank & Trust building.

Something You Can Really Sell!

Introducing:

The Combination Option Policy (Non-participating)

- A term premium first 5 years.
- Definite conversion without premium change to
 - a. Ordinary Life
 - b. 15 Payment Life
 - c. 20 Payment Life
 - d. 20 Year Endowment
- Guaranteed Cash Value 1st option year.
- Commissions comparable to whole life policies.

The Service Life
INSURANCE COMPANY
OMAHA, NEBRASKA
John A. Jarber
PRESIDENT

Tune in Station KFAB, Lincoln and Omaha, 770 Kilocycles, Every Sunday Evening at 5:55 P. M.

"Sweetest Income in America"

THAT'S what a "big time" life underwriter said of the side commissions obtainable from selling income protection.

Increasing Life writings at the same time you sell income protection depends on a plan.

Our book "The Sweetest Income in America," outlines this plan now in successful operation in a number of Inter-Ocean Agencies.

If you are interested in an H & A connection with us, write for this booklet.

Inter-Ocean Casualty Co.
12th Floor American Bldg.
Cincinnati, Ohio

Outstanding
by any
STANDARD
COMPARISON



MONUMENTAL LIFE
INSURANCE COMPANY

200,000,000

More than two hundred million dollars of insurance in force and a record, during the six years of the depression, of paying over ten million dollars to policyholders and beneficiaries. That is the Monumetal Life, a seventy-seven year old company with an envied story of continued growth and ever increasing prestige. A secure connection for live, progressive agents.

MONUMENTAL LIFE
INSURANCE COMPANY
CHARTERED 1858
HOME OFFICE BALTIMORE, MD.

LEGAL RESERVE FRATERNALS

Section Programs Are Given

Presidents, Actuaries, and Editors Will Convene Monday; Press Breakfast Is Feature

The presidents' section of the National Fraternal Congress will open with greetings by P. F. Gilroy, president N. F. C., with response by T. H. Walters, vice-president presidents' section. There will be addresses on "Efficiency in the Business and Social Functions of the Lodge," by R. L. Holloway, president Gleaners Life Society; "The Fraternal System," J. D. Butkovich, president Croatian Fraternal Union of America; "Taxation," Mrs. Bina West Miller, president Woman's Benefit As-

sociation; "Juvenile Work," W. C. Below, president Fidelity Life Association, and an address, on a subject to be selected, by Miss Kate Mahoney, supreme president Ladies Catholic Benevolent Association.

Press Section Program

The Fraternal Actuarial Association meeting will be conducted by C. L. Alfred, president. J. A. Blaha, supervisor investment bureau, Supreme Forest Woodmen Circle, Omaha, will present a paper on "Bond Investment Accounting," which will be followed by discussion. There will be discussion of recent changes in state regulations, particularly in Illinois and of the New York requirements, trends in interest rates and miscellaneous subjects such as annuities, the tax situation, the fraternal's low ex-

pense rate, and the economical administration of additional expense for development work.

The press section will convene Monday with a breakfast which will be addressed by N. F. C. officers and other leaders. H. L. Rosenblum, section president, will open the business session. Addresses will be given by Mrs. Jeanie Willard, editor "Monthly Tidings," Supreme Forest Woodmen Circle, on "The Juniors and Their Magazine;" James Wilmeth, editor Junior Order United Mechanics, "Are We on the Right Track?" Mrs. Mary Baird, Woman's Benefit Association, "Fraternal Community Centers." The value of good inks in fraternal publications will be discussed by a fraternal representative of the Sigmund Ullman Ink Company. Robert McCain, editor "The Chariot," Ben Hur Life Association, will lead a discussion of Mrs. Baird's paper. There will be a tour of the New York Times offices after luncheon.

Decision as to Adopted Child as the Beneficiary

The provision in the by-laws of the Sovereign Camp of Woodmen of the World that adopted children may be designated as beneficiaries does not necessarily mean that such children must be "legally adopted," according to the Virginia supreme court of appeals in reversing judgment of the lower court and remanding the case of Shepherd vs. Sovereign Camp of W. O. W. for a new trial. Tessie Shepherd was the designated beneficiary in a certificate on the life of Bright. The proceeds were payable to "Tessie Shepherd, adopted daughter."

At the age of 8, Tessie Shepherd started to live with Mr. and Mrs. Bright. No proceedings were instituted for her legal adoption, but she took the name of her foster parents. They clothed, fed and educated her. She was married with the approval of her foster parents and at their home. She bore the funeral expenses of her foster father.

The Sovereign Camp of W. O. W. contended that she was not entitled to the benefits because she was not legally adopted. It also argued that Section 4278 of the Virginia code restricted payments of benefits to adopted children and that the benefits should be restricted to children by legal adoption.

The court of appeals held that Section 4278 was not intended to restrict or modify the constitution and by-laws of a Kansas corporation, which has been doing business in this state, since 1901, when the Bright policy was written.

When the term adopted children as used in the fraternal's constitution and by-laws is construed liberally, according to the ordinary and common use of words so as to effectuate the intent of the parties, it embraces Tessie Shepherd.

Stipulation Limiting Time for Suing Was Waived

On the theory that a stipulation limiting suit to a certain time after death does not apply where the assured's death was not known either to insurer or beneficiary, the Pennsylvania superior court has affirmed judgment in favor of the beneficiary in O'Brien vs. Sovereign Camp of Woodmen of the World.

The assured disappeared from his boarding house in Scranton, Pa., on April 28, 1927, and never returned. Two months later a decomposed body of a man was found not far from the boarding house. A sister became convinced that this body was that of her brother. She notified another sister who on July 12, 1929, forwarded to Woodmen of the World proof of death containing the facts then known and the beneficiary's certificate. On Sept. 23, 1930, and Feb. 25, 1933, Woodmen of the World wrote to attorneys for the beneficiary, stating

that until positive identification could be made the fraternal could admit no liability. Woodmen of the World stated: "If the claim for death benefit under this certificate is finally rejected, we will return the beneficiary's certificate." On March 6, 1933, the beneficiary's certificate was returned. This was the first unequivocal denial of liability. Suit was brought March 28, 1933, and judgment was entered for the beneficiary.

The holding of the trial judge that the body found was that of the assured is not seriously pressed by Woodmen of the World. The real dispute is whether an action can be maintained under a policy limiting time of commencing action to within one year from date of death.

The court held that the insurer's conduct, after receiving proofs of death, constituted a waiver of the one year limitation.

According to the statements in the fraternal's letters, it was continuing to give careful consideration to the claim and had not finally rejected it. It could be fairly assumed that by these friendly negotiations the beneficiary was induced to believe that there was an abandonment of this limitation provision. The fraternal's conduct had a tendency to influence the beneficiary to withhold any litigation. Once a limitation clause has been relinquished, it cannot be revived to apply to some other time, as a waiver once made is irrevocable unless it was procured by fraud.

Appeal Iowa Tax Case

DES MOINES, Aug. 20.—The state will appeal from District Judge Jordan's ruling that Iowa can not collect a premium tax from fraternal benefit societies. Four pending cases involving the same question probably will await the decision of the state supreme court on the appeal.

Denies Recovery for Disability

The Iowa supreme court has denied recovery of disability benefits to an assured who did not bring the action until after he had returned to gainful occupation. He sought to recover disability compensation from Sept. 17, 1931, to July 27, 1932, when he became engaged in gainful and financial employment. He relied on the provision that in the event the disability was total and lasted for more than three months it was presumed to be permanent.

That clause, according to the court, is wholly an evidentiary matter. It does not apply where prior to the time of commencement of the action the disability was removed and ceased to be permanent.

A LIFE INSURANCE ESTATE IS RECEIVED INTACT

NO DELAYS—Policy proceeds payable direct to Beneficiary. Does not pass through the Probate Courts.

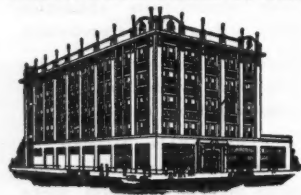
NO COSTS—Life Insurance pays no settlement costs, no Executor's fees; cannot be attached for payment of debts, liens, arrears; pays no collection fees, no management costs, no income tax, no litigation expenses.

NO LOSSES—A Life Insurance Estate is always worth 100 cents on the dollar. No investment worries. The estate is administered to beneficiary without cost under a plan specified by YOU. The money is received by your beneficiary when, and in such amounts as it is needed.

Modern Woodmen of America 1883 - 1936

Legal Reserve Life Insurance
Participating American Experience 3½%

THIRTY-FOUR YEARS OF FRATERNAL SERVICE AND ACHIEVEMENT



Our Own Home Office Building

AID ASSOCIATION FOR LUTHERANS

(Legal Reserve Life Insurance)

APPLETON, WISCONSIN

The Aid Association for Lutherans has enjoyed a consistent growth since its organization in 1902 as a purely fraternal association, and now has over

\$164,700,000.00

Insurance in Force with Total Assets over \$20,414,200.00

A REMARKABLE SIX-YEAR DEPRESSION RECORD

Assets, Dec. 31, 1929.....	\$ 9,330,284.14
Assets, July 1, 1936.....	20,414,273.82
(Increase 118.8%)	
Insurance, December 31, 1929.....	\$ 92,510,000.00
Insurance, July 1, 1936.....	164,736,045.00
(Increase 77.8%)	

During this period, the Association paid \$10,511,993.72 to certificateholders and beneficiaries.

Achievement!

1925-1935

Assets Increased . . 1189%

Surplus Increased . . 564%

Insurance in Force

Increased 443%

Ratio of Assets to Liabilities

109.29%

Actual Deaths to Expected

35.89%

For a Greater Field
in Selling, Write—

LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INS.

Herman L. Ekern, President
Minneapolis Minnesota

SALES IDEAS AND SUGGESTIONS

Some Actual Experiences in the Rural Territory

By THOMAS E. BERRY, Hillsboro, Ohio

One of the many hard problems of the life agent who works in the rural community and in small towns is to have enough good life insurance prospects, so that he can write enough business to make it profitable.

I have found that it pays to read the county papers carefully with prospecting in mind. I read in the paper one week that a very wealthy man about 10 miles away had died suddenly, leaving only distant relatives as heirs. Then I noticed that a friend of mine, who was favorable to life insurance, was named as administrator of the estate. I called on him the next day, and as he was not in good health and not interested very much in an annuity, I suggested that it would be a good thing for him to take out an endowment for his boy.

Creates Habit of Saving in a Systematic Way

"The habit of saving regularly over a period of years will mean more to your fine boy than the money he will save," I said. "You take out this endowment and start him keeping it up with some of the money he will get from the estate, but expect him to do his part and to do it every year," I added.

He thought this was a good idea and promised to talk it over with his boy. I called back about a week later and wrote an endowment for \$1,500. I tried hard to make it \$10,000 but he cut it down to \$1,500. This reminds me of another prospect that cut the amount that I suggested down from \$10,000 to \$5,000. I might say that this is not unusual in my experience as a life man.

I worked a whole year and didn't write a \$10,000 policy. One day it occurred to me that the reason I didn't was that I had not suggested that much for anyone. I have since changed my tactics and now I always suggest at least \$10,000, and in many cases I sell that much but only deliver \$5,000 the first time.

Do you see what I mean? I sow the

seed for more insurance by selling more the first time than the prospect takes. Then I can go back and say, "You really wanted \$10,000 when you ordered your first policy. Why don't you take it out now, while you are in good health?"

I picked up the county paper one evening and read that one of these people who only took out half as much insurance as he wanted, had a promotion. "I know where I am going the first thing in the morning," I said to my wife. "No, I guess the right time to see him would be in the evening, when the work of the day is done and he is at home with his family. That will be a better setting for a close, than if I make the call while he is working or when he has his work on his mind."

Wife Showed Interest in the Proposition

I made the call in the evening and he said he wouldn't take out any more insurance now. I could see that his wife was interested, though, for when I explained that the two policies would give the dear little wife who had cast her lot with him, almost \$45 a month for life, if he didn't live to do all he hoped to do for his family, she was very much interested, although she didn't say a word.

I can't tell you just how I knew she favored my suggestion but a successful lover or a successful life man would sense it. This reminds me that you must be feeling well and very alert when you go out courting or writing life insurance, or you may miss a sale.

Getting Names of Prospects From People Canvassed

When you are working in the country, always ask your prospect for the name of someone who stands well in the community, who apparently has good health and who is ambitious to do many things for his family. If you will work among the best people of the community and never forget to ask this question, you won't want for prospects.

I was out in the country one morning

trying my best to sell a man \$10,000 insurance and he cut me down to \$1,000. As I was leaving I said, "You like that endowment and some day you'll take the rest of it." He agreed with me.

"Give me the names of someone you know who ought to have the same endowment that you have taken out," I said as I was leaving.

"You go out east of town and talk to my brother-in-law. He's a nice fellow and he hasn't a bit of insurance." I called on him and interested him in the policy and a week later closed the case for \$1,000.

"Give me the name of someone who ought to have this policy," I said as I was leaving, and of course I suggested that sometime he'd take out the rest of his policy—the other part that he didn't order this time.

He gave me the name of a brother-in-law and on the second call I ordered only \$1,000 for him and he referred me to another brother-in-law and he took out a policy for \$1,000 on the second call.

Farmers Are Cautious in Their Buying

I might explain here that I can't write farmers on the first call, as is often done when you work among prospects in the city. They are slow and cautious movers but when they are once well sold they are your clients and they never get through giving you prospects.

This was well illustrated in a series of letters that I sent out to policyholders, asking them to give me the names of folks in their community who might "take out" life insurance. These were age change letters. I got several good prospects and wrote some business on the second call, but I wrote the largest policy on a prospect that I almost didn't write to. "If I write this letter and enclose a stamped envelope for reply, it will cost me about five cents and it will be just like throwing that much away." I thought.

"Oh, well, here goes," I added in my thinking and mailed his letter. Imagine my surprise when he returned the card enclosed and it was checked on the place which read, "Come and see me. I am interested in more life insurance."

I drove to his home, just after he had eaten his dinner, as is my custom, and in less than half an hour I had written him a \$10,000 20-year endowment pol-

icy, with a premium of \$608. This wouldn't be considered a big premium for a city life agent, but it looks big to the man who works in the country.

I might add that I had called on this man about a year before but failed to sell him, or at least I thought I had. I really sold the policy and when conditions changed so that he could "take it out" he did it and he is well pleased. During the depression he was compelled to use his dividends to help keep up the premiums. This suggests another way to develop prospects. Have them leave the dividends to accumulate at interest and then when you call there will be a fund with which to start another policy. I recall writing a policyholder his second policy in this way and the last time I called he asked me what a policy for his boys would cost him.

Become the Life Agent for the Entire Family

"The annual deposit for \$10,000 for him would be less than 2 percent," I said and then I gave him the exact premium. He won't take out this much but I'll bet my old hat that he will take at least \$5,000 for the first policy for this fine boy.

This suggests another way to prospect. Do your work so well that you will be the life man for the family. That is the big thing that keeps me in good prospects.

I will just add in closing that you must learn to have a prospect sense. You'll find this fascinating when you get interested in it. Here is an illustration:

Caught in the Act of Love Making

"I was driving in the country one evening when I passed a fine young couple in their car. I didn't know that Dan Cupid was working so fast in this case, until I observed that they both sat very close together near the wheel.

I called on this man the next day. He is a professional man and he was doing some business, I learned (more good information for me in prospecting). "You know it would only be normal for you to sometime establish your own home and life insurance would enable you to create an estate for the lucky girl, long before you had time to create it in any other way," I said. He was interested so I explained a \$10,000 en-

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OCCIDENTAL LIFE INSURANCE COMPANY of California

Home Office: Los Angeles

V. H. Jenkins, Vice-President

dowment at age 65 for him. I couldn't write it and I even made the third call and didn't close him.

A few months later when I called he told me that he had taken out \$20,000. I didn't write him but I was correct in my prospecting. You'll have this experience at times, for you can't write all of your prospects, even if you do the very best of prospecting. The thing to do when you lose a case is to forget it, just as soon as you can. I make it a rule to go to my very best prospect and after I write some business I don't mind the disappointment so much.

Life Man Must Learn to Take a Turn Down

You must learn to "take it" in this business, but that is true of any vocation. Many times we look for and long for the ideal occupation, but there is no such thing.

Just remember, however, that no one in the community does a more important work than you. As I look back on my ten years as a life underwriter, it makes me very happy, for by my efforts little children are going to college, widows are receiving monthly income checks, after the homes are broken and young men and women are learning habits of thrift and industry.

I often think that the work of a conscientious life underwriter is the most important professional work in which one can engage, with the single exception of the work of a Christian minister. Your work is very closely related to his, for when the doctor has done his best, and lost the patient, and the family has had the consolation of their religion, that means so much to them at a time like this, they must go on and go on alone.

It is then that you, if you have done your work well, can call in the home and explain how you have arranged matters so the little family can keep together and go ahead and do many of the things that the father in the home hoped to do. You are now the counselor and the adviser and the guardian angel for a lonely little broken hearted widow and her sweet little children.

Now this isn't just theory. I just got through with the final settlement in a home where the father of ten children was taken long before his time. Our service and that of another good life underwriter enables the family to stay right in their own home and to keep the children in school.

Do you see what life insurance is? It is food and rent and clothing and shelter. Prospect for folks that will need this if the father should die long before his time and you will never need for clients and through the years you will do a work that eternity alone can measure.

Must Pay Double Indemnity in Case Where Man Is Shot

The Louisiana supreme court has ordered the Metropolitan Life to pay double indemnity benefits of \$10,000 to the widow of one who was shot and killed by another woman. The case was Cutitto vs. Metropolitan. Petta, the insured, was shot and killed by Mrs. Simoneaux. He was nearly blind. Growing tired of his illicit relations with Mrs. Simoneaux, he told her to get out. She then got a pistol and shot Petta to death. The Metropolitan made the defense that Petta met his death in the course of and as the result of an affray or quarrel in which he told Mrs. Simoneaux that he was about to shoot her and advanced upon her, whereupon she, in self defense, shot him.

The court held that at no time was the life of Mrs. Simoneaux in danger. The presumption arising from the testimony of plaintiff's witnesses as to the good character of Petta is against the conclusion that he would wilfully and wantonly assault another.

GENERAL AGENCY NEWS

White to Run Sales Course

Detroit General Agent of Connecticut Mutual to Repeat Last Year's Successful Seminar

DETROIT, Aug. 20.—Hugh C. White, general agent Connecticut Mutual Life in Detroit, will conduct a series of 13 seminar meetings based on the complete "sales results course" of the company. The course will open Sept. 16 and continue with weekly meetings, concluding Dec. 9. The subjects covered will include: "Planning and Time Control," "Prospecting,"



HUGH C. WHITE

"History of the Connecticut Mutual," "The Policy," "Rate Book Underwriting," "Approach and Interview," "Objections and the Close," "Single Needs," "Program Selling," "The Salary Savings Plan," and "Business Insurance." There will be demonstrations of single need selling and program selling.

Will Have Guest Speakers

Mr. White has had broad experience as a personal producer and an instructor, in addition to being general agent. He will be assisted by R. W. Turner and H. A. Carr and other members of the agency. Guest lecturers will include many of Detroit's outstanding life insurance men and other business and professional men.

The course is designed to provide necessary and valuable information on the essential uses and fundamentals of life insurance for Connecticut Mutual representatives and a limited number of people who are considering a career with the company. No tuition or other fees will be charged, but the enrollment will be limited by available accommodations. The course was given with marked success last year. Many who attended are now successfully launched in the life insurance business and others have indicated their appreciation of what they learned.

Steinhilber Leaders Club Director

M. E. Steinhilber, manager of the Fidelity Mutual Life at Cleveland, has been elected a director of the Fidelity Leaders Club for 1936. This means he is one of the top 15 producers of the country. Officers and directors will be installed at the Fidelity Mutual convention, Sept. 1-4 at Hot Springs, Va. E. C. Weber and Mr. Von Schmidt of the Cleveland office will also attend.

Woods Company Picnic

The social club of the Edward A. Woods agency of the Equitable of New

York in Pittsburgh held its annual picnic at South Park. There were 450 in attendance including office employees and their families, the agents and their families. The afternoon was spent in swimming, tennis, golf, horseshoe pitching and mushball games. Two professional clowns provided games and fun for the children.

Cleveland Agency Honored

At a special meeting of the Cleveland agency A. L. Dern, vice-president and director of agencies Lincoln National Life, presented the Hall Month plaque for Class 1 agencies to General Agent S. A. Bardwell. The award was in recognition of the Cleveland agency's outstanding production record in the contest in honor of President A. F. Hall. C. F. Cross, second vice-president and manager of agencies, also spoke.

NEW YORK NEWS

WILL SERVE ON COMMITTEE

Hart Darlington, United States manager of the Norwich Union Fire and president of the Norwich Union Indemnity; T. I. Parkinson, president Equitable Life, and L. Seton Lindsay, vice-president New York Life, are among those selected to serve on the committee designated "civic vigilantes," which has just been established by Mayor La Guardia and Special Prosecutor Dewey. The function of the committee will be to give unofficial assistance to law enforcement in New York City and keep a watchful eye on the prosecution of crime.

* * *

LARGEST GRADUATING CLASS

Secretary E. R. Hardy of the Insurance Institute of America announces that 297 students completed an institute course this year and will receive a final certificate. This is a larger number than has ever before been graduated in any one year. There were nine who completed a course in Connecticut, 10 in Massachusetts, 14 in Maryland, 36 in New Jersey, 104 in New York, six in Pennsylvania, one in Alabama, four in Georgia, one in Louisiana, two in Mississippi, one in Texas, 28 in Illinois, two in Indiana, three in Iowa, one in Kansas, one in Minnesota, one in Ohio, three in Wisconsin, 10 in California, 11 in Washington, 12 in British Columbia, 32 in Manitoba, three in Ontario and two in Saskatchewan.

The Insurance Institute announced the prize winners of \$20 in each of the five branches of insurance. In the life branch, the winner is Mildred K. Hewitt, who is connected with the head office of the Guardian Life.

* * *

HORACE BEERS WITH GRAY

Horace Beers has resigned as supervisor of the T. B. Hartmann agency for the New England Mutual in Newark to join the Gray agency of the Connecticut Mutual in New York.

* * *

BENDER AGENCY IS LEADER

The W. H. Bender, Jr., agency of the Equitable Life of New York attained first place on the company's New York metropolitan district honor roll in business paid for in July, producing over \$1,000,000 of written business. Fred Brandwein led in the agency with \$118,116; Isidor Hirschfeld was second with \$109,000, Irving Belenko third with \$100,000 and Maurice Wickner fourth with \$92,804. This is the first time this agency has led the New York district.

Settlement Options Slide Rule, \$1.50. Diamond Life Bulletins, 420 E. 4th St., Cincinnati.

INDUSTRIAL

Monumental Advances Biehl

Will Assume Position Held by L. P. Rock Before His Promotion to Presidency

W. J. Biehl has been made agency manager Monumental Life, assuming the duties which L. P. Rock had in the agency department prior to his election to the presidency. Mr. Biehl was previously assistant to the president. He knows the life insurance business thoroughly, having started as an agent at Cleveland. In 1925 he was transferred to the Wilmington, Del., district where his record was outstanding. Mr. Biehl was then transferred to Pittsburgh in 1927 and went to the home office in 1934. J. A. Niehaus, manager Cleveland 2, has been brought into the home office to assist in field supervision.

Numerous Field Shifts

The Monumental Life's 50th district will shortly be opened at Detroit as Detroit 3, two districts already having been established by the company in that city slightly over a year ago. C. E. Keefe, formerly manager of Detroit 2, is the manager of the company's newest district. He is succeeded at Detroit 3 by H. J. Critchfield, formerly assistant manager. C. Waldvogel, manager Detroit 1, goes to Richmond, Va., as manager, another new district, being succeeded in Detroit by A. C. Jacoby, promoted from assistant manager at Cleveland 3. N. Monteforte, formerly assistant manager at Chicago 3, has been advanced to Grand Rapids manager and J. L. Gutknecht, formerly assistant at McKeesport, Pa., to Flint manager, those two districts having been opened in the past month. O. A. Franklin, Beaver Falls, Pa., assistant, has been named manager there. T. O. Carroll, formerly Beaver Falls manager, has been named manager at McKeesport succeeding J. N. Schildkamp, who has been transferred to Cleveland 2. Mr. Schildkamp succeeds J. A. Niehaus as manager at Cleveland, the latter going to the home office.

J. R. Hedrick Is Dead

J. R. Hedrick, formerly manager National Life & Accident, El Paso, Tex., on a leave of absence since 1927, died at his home there after a prolonged illness. Mr. Hedrick became an agent for that company at Frankfort, Ky., in 1910, later being advanced to superintendent there. He became ill in 1917 and went to San Antonio, where he was assistant to Manager A. B. Crawford. In 1918 he was promoted to manager of the El Paso district which he served until 1927 when illness forced him to seek a leave of absence.

Imperial Life Convention

The mid-summer convention of the Imperial Life of Asheville, N. C., was held at Wrightsville Beach, N. C., with nearly 100 qualifying. Addresses were made by Vice-president O. E. Starnes and E. L. Warren, North Carolina deputy commissioner. T. G. Slate, Fayetteville manager, responded to the welcoming address of W. H. Blair, mayor of Wilmington.

Texas Superintendent Auto Victim

C. E. Miller, a superintendent for the industrial department of the Great American Life, was killed when the automobile in which he and Mrs. Miller were driving had a blowout and overturned near San Antonio, Tex.

Read the Accident & Health Review, sample copy 10c. A1946 Insurance Exchange, Chicago.